
ICANN83 | PF – ccNSO: ccTLD News Session
Wednesday, June 11, 2025 – 10:45 to 12:15 CEST

CLAUDIA RUIZ

Hello and welcome to the ccNSO, the ccTLD News Session. My name is Claudia Ruiz and I, along with my colleagues Joke and Julie, are the remote participation managers for this session. Please note that this session is being recorded and is governed by the ICANN Expected Standards of Behavior and the ICANN Community Anti-Harassment Policy. During this session, questions or comments submitted in chat will be read aloud if put in the proper form as noted in the chat.

Interpretation for this session will include English, Spanish, and French. If you would like to speak during this session, please raise your hand in Zoom. When called upon, virtual participants will be given permission to unmute in Zoom. On-site participants will use a physical microphone to speak. Please state your name for the record and the language you will speak if speaking a language other than English. Please state your name for the record and please speak at a reasonable pace to allow for accurate interpretation.

Please note that the moderator of this session will be speaking in French and thank you. With that, I will now hand the floor over to Souleymane Oumtanaga, moderator for this session. Thank you.

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SOULEYMANE OUMTANAGA

Thank you, Madam. I will start in English first. I will continue in French.

New session, ICANN83. It is a real honor for me to moderate this session, which promises to be rich, dynamic, and slowly reflective of diversity of experience from country-court top-level domain. For the next, I am going to speak in French.

Over the next 90 minutes, we will have the privilege to hear five speakers from different parts of the world. They will share with us about specific initiatives, innovative approaches, and strategic thinking pertaining to the management of ccTLDs. Here are a few key points. We will be discussing the governance lessons with Alan Cameron from Australia. Next, we will hear from Guatemala .gt. We will hear from Heidy Hernández. She is at my left. She will show us how targeted awareness efforts can translate into real growth for registrations. From China, we will hear from Antonia Chu. She will discuss security measures for .cn, and she will focus on fighting against DNS abuse, which is a topic that is relevant across the globe.

Then we will head to Korea with Antonia Chu. No, we will hear from Boyoung Kim. He will explain the expansion of .kr. It is an interesting strategy for structuring the naming space. Then, finally, Charles Noir from Canada will present CommuniFi, which is an initiative supported by CIRA, which aims at reducing the digital divide. Each speaker will have 12 minutes and that will be followed

by three minutes for discussion, so 15 minutes in total. Now, without further ado, we give the floor to Mr. Cameron. Thank you.

ALAN CAMERON

Good morning, everyone. I am taking this opportunity of my final attendance at an ICANN meeting to reflect on the five and a half years that I have spent at auDA. It has been quite a consequential time for auDA and for me. This chart depicts the evolution of auDA since 1997. You will see that auDA is older than ICANN, but it had quite a chequered path through to the end of 2019. In particular, there were significant difficulties in the period 2018 and 2019. The organization was well established, but it had very significant governance challenges.

In the period since 2019, we have rebuilt auDA into a very successful and progressive organization. This chart describes where auDA fits. auDA is a not-for-profit company, now with 5,400 members and a Board of 10. It operates under terms of endorsement from the Australian Government and under a very unusual agreement with ICANN, unusual in that it was signed more than 20 years ago. I understand there are very few such agreements.

Let me say a bit more about what I found when I arrived in November 2019. There had been a review by the Australian Government into auDA's governance arrangements in 2018 because of concerns about how the organization was then being governed. Along the way, a new registry operator was appointed in July 2018, and a new constitution was adopted in October 2018.

Despite the difficulties, a new set of .au licensing rules, including the proposed introduction of .au direct registration, took place in 2019.

Towards the end of 2019, our organizational reputation was not good, and we had strange relationships among all of our stakeholders. That led to the appointment in 2019 of a completely new Board. When the new Board arrived, and I had the privilege to be the chair, we had no CEO and no director had served on the Board until then, except for one some years earlier. So I became the chair, despite having no background in the industry. But I like a challenge.

Let me say a bit more about the governance issues and how we dealt with them. The government had a significant input into a new nomination committee entirely comprised of independent members. With the support of that committee and the government, the Board was rebuilt with a completely new Board, with a majority of independent directors, and an initial, believe it or not, eight members has now grown to 5,400. We recruited a new CEO, Rosemary Sinclair, who many of you will have met at ICANN meetings over the last five years.

So the task that the Board and Rosemary had was to rebuild relationships, not only with ICANN, because I think our relationship even here might have become strained, but with the Australian government and the Australian community. The terms of

endorsement have been reviewed several times, and a new version is on our website that was adopted only in February this year.

Three quick things to say about that. First, it continues to include a requirement for the Board to comprise a majority of independent directors, directors independent of registrars and significant investors in domain names and so on. Presently, the Board is 100% independent. Secondly, although not for profit, we are required to operate in a financially self-sustaining way, and we've been able to do that. And thirdly, the terms of endorsement require us to commit to the multi-stakeholder model of governance, which we are very happy to do.

You would have noticed the timing indicates that we were doing all of this from November 2019, and were therefore significantly affected by COVID starting in March 2020. Fortunately, we had two face-to-face meetings of the Board before we went entirely online for the next two years, and Rosemary Sinclair arrived three weeks prior to Melbourne going into lockdown. So the new Board had the task of trying to operate the company when we barely knew each other, but I think it did work.

I mentioned the launch of the new licensing rules that took place and they took effect in 2021, and that meant that .au direct registration could commence in 2022. That produced a significant jump in our domain name registrations, and we've been able to hold the jump in growth that occurred at that time, so that we are now the 10th largest top-level domain and the seventh largest

country code top-level domain globally. I should say that another review of our licensing rules has just been announced and is about to commence.

The registry tender that took place in 2018 meant that we needed to do it starting in 2023, and that has been successfully concluded. The particular item I wanted to highlight was that we went to some trouble to require tenderers to address environmental, social and governance needs, and that produced really interesting dialogue and I think quite worthwhile changes in not only what auDA does, but in what our registry operator does. I would encourage you to consider that if you're in that position.

Strategic planning. We like to think we have a visionary and forward-looking draft strategy. The update on that is that while you may now find on our website the draft strategy, the Board has now adopted the final version of the strategy, and while it's not on the website as of two hours ago, I'm expecting that it will be appearing shortly. I'm not giving too much away, Bruce. It's not dramatically different from the draft, so even though the final version is not yet there, I'd encourage you to look at that.

If not for the fact that my colleague Sophie Mitchell spoke at some length I think in Istanbul about our future scenarios project work, I would have spent more time on that. I would encourage you to go to our website if you have not already done it and look at what I regard as really useful work postulating three possible scenarios for what might happen 20 years out. I emphasize that they are

entirely hypothetical. auDA makes no promises or representations that any of the events that are foreshadowed in that document will ever come true, fortunately. So I would encourage you to look at that if you are in a strategic planning mode yourself.

Thirdly, I also cut out, but I now have some time, so I will spend a moment talking about public benefit programs. I want to do that particularly because I know Charles is going to be speaking about that. I wanted to say that we have invested quite significantly in public benefit programs ourselves, but we've been able to do that particularly because CIRA and Nominet and others have been very generous with their time and their advice as to how we should confront that issue, as to how a domain name operator that does accumulate funds can give back to the community in a useful way. So I look forward to hearing Charles's presentation, but I'm not going to be rewriting the strategy in my last few days. So thank you for that.

So as I mentioned, my time at auDA is about to conclude. I want to confirm, though, that auDA remains and will remain committed to ICANN. In Australia, auDA is regarded as critical infrastructure. For me and for auDA, ICANN is critical infrastructure for the world. So, Chair, I'm happy to take questions, and I'll deflect them to Dr Tonkin or somebody else if you get too technical.

SOULEYMANE OUMTANAGA

Thank you very much, Mr. Alan Cameron, for your lessons from governance. Now let's move to the exchange with the public. Do

you have any questions for Alan Cameron? What is happening? We have complete silence. If there aren't any questions, I will ask one. What are the key governance practices from the .au registry that you would recommend for ccTLDs in developing countries? So again, what key governance practices from the .au would you recommend for ccTLDs in developing countries?

ALAN CAMERON

Thank you for the question. It's quite a difficult question for me with my lack of direct experience of doing that. It's a difficult question for me because I do not have experience of running a ccTLD in a developing market. What I have been struck by is that the registry operators have such completely different models from government bodies, and those I'm familiar with in the Pacific area are frequently arms of government.

So the governance challenges as I was describing were really about what happens when a large established operator gets into difficulties because of disputes among stakeholders as to how it should operate. So we had to deal with that, or more precisely, the previous Board and the government had to deal with it. I had the privilege and the pleasure of coming in afterwards to make it work, and we did spend a lot of time talking to stakeholders, domain investors, registrars, the registry operator, and civil society about how we should operate in those circumstances.

SOULEYMANE OUMTANAGA

Thank you very much for this comment. Is there a question in the room?

UNKNOWN SPEAKER

Hey, [inaudible – 00:18:41] from APTLD. In fact, auDA is also a member, but I do have questions. Thank you for the presentation. I think in your presentation, you had made reference about how you started by trying to build connections, and you mentioned a lot about the importance of stakeholders. So can you share with us what sort of your successful story that you make that connection to last and make it meaningful so that other ccTLD can also learn from that?

ALAN CAMERON

Well, a large part of the credit for this goes to our now-retired Chief Executive, Rosemary Sinclair. She set up a system of liaison meetings with all sorts of stakeholders around Australia. When COVID finished, these encounters became face-to-face encounters, and Rosemary and other members of staff, and occasionally some directors, spent a lot of time simply talking to people, pretty basic, really, getting out and listening to what the concerns were, and consulting widely on proposed policies and so on, and all of that has worked very well.

The one thing I haven't explained that might take more time is the membership issue. We are a company limited by guarantee. Technically, we had eight members in November 2019, and we ran

a very prominent membership campaign to build those numbers up to over 5,000, and that gives us a small core of people who should be interested in auDA and are regularly informed by us, even if they're not otherwise stakeholders. So, I would encourage member-based organizations to work on their member strategy in particular.

SOULEYMANE OUMTANAGA

Thank you. We are limited by time. It's been 15 minutes, 15 minutes for the presentation and the exchange with the community. So, thank you very much, Mr. Alan Cameron, for your wonderful presentation. I would like to ask you to applaud him. Thank you so much. So, let's move to Guatemala, the .gt, with Heidy Hernández. Thank you very much.

HEIDY HERNÁNDEZ

Thank you. Hi, everyone. My name is Heidy Hernández, and I'm an ICANN83 fellow, which is a learning opportunity I am very grateful for. Truth be told, I'm still learning all the acronyms. There's a lot of them, but I think I've come a long way. When I first started working at the Guatemalan ccTLD, I was clueless. I didn't know what hosting was or even that ICANN existed.

And as a lot of you may know, this is not a unique experience. A lot of trained professionals today do not know how the internet works, what a domain name is, or why it matters. That's why at this point, when someone asks me, what do you do? I have like a five-minute

answer already rehearsed that starts with like, do you know what a domain name is? And being painfully aware of it has shaped and shifted the marketing strategy of the Guatemalan ccTLD.

But let me start telling you a little bit more about Guatemala. We are a tiny country in Central America that is even smaller than the New York State, and somehow we have managed to have two Nobel Prizes. We are also called the country of the forever spring, which is a very poetic way of saying we have great weather. But we're also a country full of contradictions. In 2019, a study showed that there were more cell phones than people, and yet only 60% of the total population has access to the internet. We are also a developing nation, one that is constantly changing and transforming itself. That's why national data shows that up to 30% of all total adult Guatemalans are involved in some sort of early stage business.

This sounds amazing for a ccTLD, right? But there's a catch. Most of these entrepreneurs do not have any formal digital presence outside of social media. For them, having a domain name seems expensive, unnecessary, and a bit intimidating. That's why when we ask why there wasn't any more people registering a .gt domain name, the answer came quickly. They didn't see the value because they couldn't understand the value.

So we came to the conclusion that if we wanted our business to thrive, we needed to create a context in the one that was possible, and we make education our first strategy for our marketing team,

which is me and the marketing team. So we decided to shift our approach and take advantage of the fact that we are part of a university and partner with some of the stakeholders the university already has to create these educational programs. And in the long term, they have helped us to increase our revenue.

So I want to tell you about these programs. Our study starts in 2020 with the pandemic. As a lot of you experienced and already know, this moment meant a lot of domain names being registered. Everyone was crazy for taking all the presence activity to the digital world. But after that, our growth stopped, and we were confused. We didn't know what the next step to take. So in 2022, we partnered with a big telecom company in Latin America. If you come from that area, maybe you've heard of it. It's called Tigo, and they were already working in programs to empower teachers in the rural areas of the country, and they needed to contact someone that knew about the topic. So they reached the university, and they sent them to us.

We started to create webinars, and a lot of people were thirsty for them. They loved them, and we realized there was a need for educational information. So we decided to invest on it. And I wanted to make a pain experiment, and that's when Cyber Monday comes in. In case you're not familiar with it, Cyber Monday is a promotion date that happens mainly in the United States of America after Black Friday that implies a lot of sales during digital events and e-commerce. So six months before Cyber Monday, we started publishing and creating content about this date. What

Cyber Monday was, how an entrepreneur can take advantage of it, how to make a promotion for it. We sent newsletters, we made videos, we made posts, and then the date came.

So we had our very own Cyber Monday promotion, and we were nervous. I didn't know if people were going to respond to this new date I was kind of creating that is not familiar to the Guatemalan audiences, but the results were amazing. We had an increase of 100% renewals during the day. We had struggles with renewals. Registering is kind of easy, but keeping the entrepreneurs working on their businesses became tricky. So the sales on the renewals was on a strategy for keep them coming. And when we saw these results, we knew we had to keep going.

So a year later in 2023, we created a full week event that I named the Internet Week. The idea was to make a big, open, free, all-access event for people all over the country, in the one they can learn the basis of how to create an e-commerce, what WordPress was, how you can use AI to help you with it. And we have over 200 participants. For us, it was a lot, because at the moment that's way more than the amount of domains we register in a day. And one year later, we decided to do it again and put a lot more energy in it. And we doubled the amount of people participating in the event. We went from 200 participants to 400.

And I needed a way to track the conversions because, of course, teaching people is nice and everything, but was it making sales? So we created a unique promo code that each of the participants will

receive while registering in the event and will help us to see if there were conversions. And 25% of the people that registered for the event eventually got a domain name. That's one in four people. That's a lot for us. So we just had to keep going. This year, we are having our third Internet Week, and we hope to keep doubling the results.

As I was telling you, the idea was to help people increase their interest in the Internet. And that's why we relaunched our free monthly newsletter. We used to focus on very technical matters, but the more we get to know our audiences, it was clear they needed the basics. Again, we have a full webinar on just how WordPress existed and how you can manage it, which may sound very easy for a lot of you, but for people whose mother tongue is not even Spanish, that speak a Mayan language, getting access to the Internet and creating a website was an amazing first step.

I also went and gave workshops in the schools. I do not have the hope for teenagers to register a domain name, but I honestly believe that for our country to progress, to create a digital citizenship, we have to start very early. So we talk to teachers, to students, to parents, to all the people involved and help them understand why in the future they have to have a digital citizenship, how data protection works, how their information is being tracked by these companies, etc. And also, who knows, maybe in 10 years when they become entrepreneurs, they will get a domain name .gt.

We had a lot of opportunities that we were missing by being part of the University of the Valley or Universidad del Valle, because they were already connecting with the businesses, with government, and with students in computer science that eventually become the people that have these domain names. So reaching to teachers inside the university, making workshops just for students, connecting them, and even creating discounts for alumni was key in this long process that helped us increase our revenue over time. After 2020, we didn't know what were the next steps, but after two years with the pandemic over, the idea was very clear for us. We needed to create a digital culture all across Guatemala, and it has helped us keep our goals.

Here, I'm dreaming very big, but I hope that in the next years, we keep doing this. We take our Internet Weeks to rural areas, not just through digital, but also in live events. We also want to create materials in indigenous languages. Over 32 indigenous languages are spoken in Guatemala, and most of them will never see any Internet material in their mother tongue, but making some of it will help them. We also want to partner with the local governments and women-led businesses to keep empowering people and making the Internet less scary. That's only the way we can help and create a future that is sustainable for us.

But I'll be very honest. I want to believe this is a safe space. Even though this all sounds nice and everything, I'm being very selfish. My main goal is that the next time someone asks me, what do you

do? And I go, do you know what my domain name is? They'll say, of course, I do. I even have one. Thanks.

SOULEYMANE OUMTANAGA

This was really interesting, and it's amazing what you do to bring awareness in Guatemala. Now, members of the audience can ask questions if you have questions.

OLGA CAVALLI

My name is Olga Cavalli. I'm from Argentina. I'm a ccNSO council member appointed by NomCom. I'm very impressed by your presentation. Congratulations. It was fantastic. Very, very empowering. And I commend you and .gt for such a fantastic job. I want to ask you if you could elaborate a little bit more about the Mayan content. And a question, because I don't know, do you need a specific different script, or you can use the same script as we use for Spanish in Mayan language? Thank you very much.

HEIDY HERNÁNDEZ

Thank you for your question. This is a very interesting one. We are still starting to work with it. As I was telling you, there are over 32 Mayan languages being spoken in the country, but there are mainly two that more than 5,000 people speak that are called K'iche' and Kaqchikel. With these ones, I think we could see progress being done, but some of these Mayan languages at this time are spoken by only 100 people. So it is challenging to choose between all of these languages in which one to put our efforts on. And it depends.

They are very different between one another. Some of them can be written in the Spanish alphabet, others not so much. So it's a developing work.

UNKNOWN SPEAKER

You were talking about take the programs into the rural areas of Guatemala. How do you plan to do that, even though Guatemala is not like big, but it's big in terms of Central America's country?

HEIDY HERNÁNDEZ

We believe we have lost some opportunities with the university because it does have a building in different parts of the country. One is close to the coast and the other one is in the mountains. So hopefully working with these other centers of the university will help us to reach more people outside the city and the capital.

SOULEYMANE OUMTANAGA

And after that, we will be done with questions. Lisse?

EBERHARD LISSE

Thank you. Eberhard Lisse, .na. Namibia is quite comparable in several ways to Guatemala, it's a big country, as big as Texas, has got 2.5 million, 3 million people spread over a lot of area, speaking 11, 8 or 9 indigenous languages. My other question is actually what was the driving factor? Why do you saw a need to increase your

revenue? You're a non-profit, so it's not that you need to make more profit. And why do you saw a need to increase revenue?

HEIDY HERNÁNDEZ

We are not a non-profit organization. So we do depend on the profit to hire more people, give more benefits, get better offices, get insurance or something for the employees. Yes. So we are not a part of an NGO. We are like a private company. Yes.

SOULEYMANE OUMTANAGA

Okay. One last question.

EVERTON T. RODRIGUES

Thank you very much Souleymane. Thank you very much Heidy for the wonderful presentation. Everton Teles Rodriguez.

CLAUDIA RUIZ

So sorry to interrupt. We have a question here in the back. You probably can't see because of the column that's in the way.

SOULEYMANE OUMTANAGA

We will first listen to this question and then we will take one last question.

EVERTON T. RODRIGUES

Thank you very much. So, you were talking about the internet week and that you had 200 participants on the first round and then 400,

did you see any of them from the first round coming back and returning? So do you see any kind of community being created around the internet week? How is it happening? Or are they just one time they go and then they tell their friends to go to that initiative? How does it work? Thank you.

HEIDY HERNÁNDEZ

Some of the attendees the first time were students. And they were little students. They were just like 10 students because you know how teenagers are. But the second time we get to see more of them and some of their teachers. So we believe we're starting to create a community inside the university. And hopefully when they go out to the business world, they will keep preaching the word of the .gt.

SOULEYMANE OUMTANAGA

Thank you very much. We will hear the last very question because we are a little bit late by 50 seconds.

UNKNOWN SPEAKER

Hi there. I'm [inaudible 00:36:47] from auDA, Australia. Thank you for your wonderful presentation. I'm interested in the confidence that comes from the entrepreneur engagement online. How does that cross over to the digital citizenship that you mentioned on one of the slides?

HEIDY HERNÁNDEZ

We came to the conclusion that a lot of them didn't have an e-commerce to begin with because they didn't trust the internet. Guatemala as I was telling you is a developing nation. So for many people having an e-commerce was a matter of trust. How can I buy something online and be sure it will come to my house? So most of the e-commerce happens through Facebook marketplace or our direct sales in WhatsApp or Instagram messages. So we do believe that there's still some fear around the internet, especially with older generations. They don't seem to fully believe on it.

So we understand or believe that if we help them be empowered in their digital experience, they could end up trusting the internet, being comfortable making purchases through it. And that will help entrepreneurs to increase their own revenue and make them have the need of having a website, trusting online e-commerce, etc. So we believe they are tight because the only way you will feel confident navigating the internet is if you understand it. Yes.

SOULEYMANE OUMTANAGA

Thank you very much. Let's give her a round of applause. Thank you. From Guatemala, now we are going to China with Antonia Chu.

ANTONIA CHU

So hello, everyone. My name is Antonia chu and I'm currently working with CNNIC as Senior Policy Analyst. It's a great pleasure to meet you all here and have this opportunity to share with you

some brief introduction of the organization and also some recent work of us on mitigating DNS abuse.

So in case you are not that familiar with our organization, CNNIC was established in June 1997 as a constructor, operator and administrator of critical infrastructure of China internet. Cynic's main responsibility includes five major areas, which is management and development of national critical sources, safeguards for national internet network infrastructure, critical technology, R&D of internet network and domain name system, research on internet development and the digital economy, and also internet governance and international cooperation.

So after nearly 30 years development, CNNIC now is the top country code TLD registry in the world. The top IPv6 addresses allocator and has published the most IETF RFC standards in the industry. Meanwhile, CNNIC also operates the only national engineering lab of domain industry and is the only organization with complete ICANN new gTLD qualifications in the world. By the end of 2024, CNNIC as the top one country code TLD registry in the world, operated 20.8 million .cn domain names throughout 84 certificated registrars around the globe. Our domain and IP services now has expanded to 18 countries and regions around the globe.

CNNIC operates a comprehensive domain system which supports .cn and other two generic TLDs in Chinese. This system not only provides general operation services, but also serves as a monitoring data analysis platform. In order to enhance the security

level, CNNIC has established a DNS protection mechanism which includes services like emergency backend, registration data escrow, and also data recovery.

CNNIC is one of the main contributors in technical standards and innovation efforts. So as to promote development of the internet infrastructure, CNNIC has taken active participation in 16 published IETF RFCs and led 89 national or industry standards in domain resolution, IP allocation, and other related areas throughout the years.

Since 1997, CNNIC has been publishing the most authoritative internet industry report, which is the Statistical Report on China's Internet Development. Data from this report are widely used or quoted in major media and international organizations including ITU and the World Bank. According to data from the latest report which is published by the end of last year, the number of internet users in China has reached 1.1 billion with penetration rate of over 78%. CNNIC has been actively participating in major international organizations and international governance fora. Our technical and policy experts are dedicating in global initiatives on policy development and also technical standards. So on this graph are the major events and international fora we are participating throughout the years.

So for CNNIC domain security is not only an important professional area, but also within the scope of its social responsibility which benefits both the industry and end users. CNNIC and other key

members of the industry co-established the Anti-Phishing Alliance of China in 2008. As a result of its anti-phishing and abusive domain mitigation efforts, CNNIC has taken down over 450,000 phishing websites and supports local government to improve anti-phishing technology on domains, websites, IP, etc.

Based on our work, here are some trends being observed in recent years I'd like to share. We noticed that sources of phishing emails are relatively well proportioned with around half of them coming from inside while the other half coming from outside. The education industry is the most attacked among others for now, but this may change from time to time. With the rapid development of artificial intelligence technology, numbers of AI-generated phishing emails increased tremendously during the recent years.

According to our experience and accumulated data, the top three carriers of online phishing are email attachments, links to email or SMS, and QR codes. Major channels of conducting online phishing are emails, social networks including apes and online platforms, and also voice calls and SMS.

Anti-phishing should be a joint effort and cannot be done by any single community member. In 2024, which is last year, CNNIC co-established the public internet anti-phishing working group inside China. The working group members are domain registries and registrars, major email providers, financial institutions, ISPs, colleges, and research institutes, internet companies. Under this

working group mechanism, we share information and coordinate actions towards abusive activities.

So the chart on this slide provides an overall process of how we handle abuse reports. Generally speaking, we welcome third-party reports and we also have clues from our monitoring system. After investigation or data analysis, if the abusive activity is confirmed, we will take corresponding actions including domain suspension, website blocking, and if the domain registrant or end user is considered a bad actor, this individual or entity could be blacklisted for a certain period of time as well.

Well, so this is all my sharing today and I'd love to answer any questions from the room or from remote. Thank you.

SOULEYMANE OUMTANAGA

Thank you very much for this excellent presentation. Thank you for presenting the .cn with a focus on abuse as well. So let's listen to the questions in the room first. Yes, Paulos?

PAULOS NYIRENDA

Thank you, Chair. I wanted to know the process on CNNIC. You've indicated that you do take down many domains for violating your phishing policies. So I wanted to know what the policy is and what is the process at CNNIC for taking down a domain?

ANTONIA CHU

Sorry, you mean the process for how we receive reports or how we handle the reports after we got the report from third party?

PAULOS NYIRENDA

Yeah, how you handle the report and how you process it to take down a domain.

ANTONIA CHU

Okay, got it. So as I mentioned during the slides, we generally have two major sources of abusive activities. The first one is through the monitoring system is maintained by ourselves. And besides, we also have platforms or other channels so the third party can provide abuse action reports to us. So whatever the source is after we get that, our security team will check and investigate.

So the purpose of this process is to confirm whether these reported abuse action really exist. And we do have a certain set of rules which is published on our website. And if you're interested, you can check that. And so if the abusive action can be confirmed, our security team will follow the process and confirm which kind of abusive action it is and what is the corresponding action we need to do.

For example, if it's like posting any illegal information or doing some fraud or other activities, generally we will suspend this domain name by putting it on server hold and also maybe transfer prohibited. And meanwhile, we will inform this domain registrant of the action and ask the domain registrant to reach out to us and

provide any necessary information if he or she wants to have the domain name relieved. And if there is not, then yes, this domain name will be on the server hold status. So this is the general process. And yeah, I'm not sure if I answered the question you just raised.

SOULEYMANE OUMTANAGA Paulos, was that a good answer to your question? Are you satisfied with the response?

PAULOS NYIRENDA Yes.

SOULEYMANE OUMTANAGA Okay, thank you very much. Yes, go ahead.

NICK WENBAN-SMITH Nick Wenban-Smith, I'm chair of the DNS Abuse Standing Committee for the ccNSO. It's interesting your presentation about the volume of phishing. And it is a problem, I think, everywhere where phishing is by numbers the biggest amount of abuse that we see. Obviously, you have a very large registry, so you have quite a large number of phishing domains which need to be actioned.

I was wondering, in terms of managing the volume and the scale, have you found ways to try to reduce the individual processing time? Can you give us an idea of the number of people at the

registry who are required to do this important work? And are there any advices you give for other registries who are also trying to fight phishing in terms of the amount of resource and cost to the registry required? Thank you.

ANTONIA CHU

Thank you for the question. You did mention that, yes, considering the DOM of .cn names, our security team is under a lot of pressure to do the work. So only by manpower is not enough. The machine or the technical method are very necessary. And also, as I mentioned, anti-phishing or abuse mitigation, it cannot be done by one organization, by one part of the community. So we need to have as many help or assistance from the community as possible. That's what we are doing right now.

I'm not sure whether you're aware that actually .cn registration requires the registrant identity verification, which helps us a lot, because we can get as accurate the registration information as possible. So when we get any abuse reports while we are doing the investigation, we won't be doing that much time to verify the identity. We only need to focus on to confirm whether the reported action exists. And if we get that, for most of the reports, actually, our monitoring system can provide a quite complete result. And only for less than half of them, our technical team, our security team will get in to check, to confirm the action by themselves.

So in general, I think our mechanism is quite efficient for now. But still, as I mentioned, we need to embrace as much community

support as possible so we can continuously improve this work, yeah.

SOULEYMANE OUMTANAGA

Thank you very much for this presentation. We are going to close this session because of time. But thank you from China. Let's go to South Korea with Kim, who will talk about the third level, expansion of third level. Go ahead.

BOYOUNG KIM

Good morning, everyone. My name is Boyoung Kim from KISA .kr ccTLD registry. Today, I would like to share with you our recent policy to expand the .kr namespace by introducing new second level domain zones under the third level KR domain structure. Before I begin the presentation, I would like to briefly introduce the structure of the .k domain. The .kr domain initially adopted the third level structure and currently has 33 second level zones such as co.kr and or.kr. Later in 2006, direct second level registration under .kr were introduced.

As we all know, emerging technologies and industries are rapidly shaping how domain names are used and valued. Globally, TLDs like .ai, .io, and .it have gained significant transaction, not only among tech startups but also across various sectors. Meanwhile in Korea, the number of registration under the .kr remain at around 1.1 million and has slightly declined over the past three years. We haven't introduced any new second level domain zones under the

third level .kr structure since mil.kr in 2003, which made us realize it was time for the change.

To introduce public sentiment, we conducted a survey among Korean Internet users first. With over 7,800 responses, 84.5% of respondents expressed support for the creation of new domain zones under .kr. This survey result gave us the confidence to proceed.

Now I want to share how KISA developed the policy. In Korea, domain name policy is governed by the multi-stakeholder framework. KISA acts as the implementing body and final decisions are approved by the government, but government does not make the decision by themselves. Government appoints policy committee that includes members from the civil society, industry, and academia. They develop and review the policy as submitted to the government.

Here's a quick timeline. In March 2024, a subcommittee convened to outline the procedure framework considering necessity of new domain zone creation, available labels, minimum requirements, and operating entity qualification. Committee decided to take survey to find out what users want. In April 2024, we shared the survey result on introducing new domain zone and preferred strings. Also, committee discussed the timeline, registration fees, eligibility, sunrise policy, and following policy revisions. In June, in the third meeting, committee reviewed the initial registration

policies, including a sunrise policy for trademark holders and reserved domain name list.

Later that month during the KRIGF, we had a public hearing to present the draft policies and gather feedback. The audience supported the creation of four new domain strings and require two to three months sunrise phase and have same level of reserved name fee eligibility. In July, based on feedback, the subcommittee revised the draft. And finally, in September 2024, the Internet Address Policy Committee formally approved the final policy of creation of a new domain.

Here are the main points of the new policy. A new domain zone launched in December 2024. And new domain strings are ai.kr, io.kr, it.kr, and me kr. Annual fee is 9,500 Korean won, approximately \$6.5. And any individuals or corporation with a registered address in South Korea can register the domain name. Sixteen domain names are restricted to register, which is aligned with the existing co.kr restrictions. And a three-month sunrise period exclusively for trademark holders are open. And it's designed to prevent trademark infringement and cybersquatting.

To ensure a successful rollout, we carried out the comprehensive promotion campaign targeting both the public and industry stakeholders. We distributed official document to 726 organizations, including the Korean Trademark Association and local government bodies and AI and tech startup association and

accredited registrars. We created a poster to public awareness, share both online and offline.

CLAUDIA RUIZ

Boyoung, sorry to interrupt you. Could you please slow down a little bit for the interpreters? Thank you.

BOYOUNG KIM

Also, we ran SNS campaign targeting news and digital users via Instagram, Naver blog, and Facebook. We launched banner ads on Naver mobile and our own official site. We also produced a promotional video published on YouTube and Naver TV. Finally, we issued a press release across eight major newspapers.

The sunrise period ran from December 3rd, 2024 to January 7th, 2025. During that time, we received a total of 828 applications. What's noteworthy is that many major Korean companies such as Naver, Kakao, LG, CJ actively participated. 171 applicants applied for all four domains using the same trademark strings. Importantly, no domain name conflicts were reported during this period.

The verification process was conducted in four steps. First, registrar pre-checked. Registrar took a preliminary compliance check to ensure all fields were completed and submitted domain name met basic requirements such as if domain is composed of only letters, numbers, and hyphens, etc. As a second step, registrar confirmed the applicants matched the trademark holders and that

trademark was valid and active. As a third step, registrar verified the consistency between the trademark registry and the application and confirmed whether the applied domain name matches the registered trademark.

When ambiguity remains, KISA consulted with the expert advisory committee to determine whether the domain name matched the trademark. Only after passing this check, applicants are allowed to proceed with domain registration. Registration opened to the public on March 5, 2025. By the end of May, we have almost 10,000 new domain registrations representing roughly 1% of total .kr domain registrations. This uptake shows not only industry interest but also growing adoption by the broader public, especially among startup and tech-focused brands.

To conclude, the launch of a new second-level domain zone under the third-level .kr structure is a smaller refresher for the Korean domain ecosystem. It responds to industry demands, enhances brand protection, and encourages innovation in digital identity. We believe this initiative will contribute to the more flexible, inclusive, and future-ready domain name environment in Korea. Thank you for your attention and sorry for being too fast. Thank you.

SOULEYMANE OUMTANAGA

Thank you, Kim, for this wonderful presentation. I think that the audience was enthusiastic. Now we are going to the question-and-

answer session if there are any questions. Everything is quiet.
Okay. Paulos?

PAULOS NYIRENDA

Thank you, Chair. Paulos Nyirenda again from .mw, Malawi? I have a question on the taking up of the second-level domains. Were these domains not already registered by somebody else? And if they were, did you have to buy them off the current holders of the domains? Thank you very much.

BOYOUNG KIM

Sorry, can you repeat the question? I didn't get it clearly.

PAULOS NYIRENDA

So, for example, .co.kr, was it not already registered by another person? And if it was, did you have to buy it back from the current registrant?

BOYOUNG KIM

So, the second-level, we blocked the two digits for everything, so we could open the AI or other domains because it was all blocked.

SOULEYMANE OUMTANAGA

Okay. There is another question. Is there a question in the chat?

CLAUDIA RUIZ	Souleymane, there is one hand up in the Zoom room. Shall we give the floor to the person that raised the hand?
SOULEYMANE OUMTANAGA	The person can ask her question.
UNKNOWN SPEAKER	Thank you very much. Thank you for a very interesting presentation. I want to ask you how the campaign about opening new domains influenced the older domain names, .co.kr and others. Did you notice the influence?
BOYOUNG KIM	How the new domain opening influenced the other domain? Well, we haven't checked that, but I feel like there is no movement or interest from the people about the domain name. And people already have what they needed. So, we needed some refresher to ping the people like, oh, there's a new one. So, our campaign was only focused on the new domain.
SOULEYMANE OUMTANAGA	Thank you for this presentation. If there are no more questions. We applaud one last time. For this presentation, if there are no more questions, we'll applaud her once again. And now, we will go to Canada.

CHARLES NOIR

Great. Hi, everyone. My name is Charles Noir. I'm Vice President of Community Investment Policy and Advocacy at CIRA. It's fabulous to be here with you today in this beautiful city. So, thanks to the hosts and thanks to ICANN.

Today, I'm going to be talking about CIRA's Net Good program and how we're helping bridge the digital divide in Canada. In fact, I'll focus on one project in particular, which is called CommuniFi. And that's something that we feel is making a real difference in the heart of our nation's capital in Ottawa, where CIRA is located. And I'll be giving an overview of the Net Good program at CIRA. And then, I'll take you inside the CommuniFi project, the initiative itself. And hopefully, we'll start talking about some of the effects that we're seeing from that work.

So, let's begin with how CIRA supports community investment. As many of you know, CIRA generates revenue through the sale of .ca domains. And because we're a nonprofit, we reinvest millions of dollars each year back into the communities we serve. We do this through our NET program, which is our way of giving back and building a stronger, more inclusive Internet in Canada.

The program is built around three key pillars. One is expanding Internet infrastructure. The other is improving online safety. And the third is supporting Internet policy and advocacy. A cornerstone of our work is our annual grants program, which funds community-led initiatives across the country. In short, it helps us live our mission, which is to build a trusted Internet for all Canadians.

We launched our Net Good grants program back in 2014. And since then, we've invested more than a million annually into these projects, policies, and partnerships that make the Internet better in Canada. These grants support people and organizations doing vital work, especially in communities that are far too often overlooked. In Canada, that means northern, rural, and indigenous communities, students from K-12 through to post-secondary education. And grants are open to non-profits, registered charities, academics in Canadian post-secondary institutions, indigenous peoples, and community organizations. Our goal is simple, to support those already working to close Canada's digital divide, and to give them the resources to go further.

Canada still faces real challenges, from Internet connectivity to online safety and digital policy. And that's where CIRA can play a unique role. We're one of the few non-governmental organizations in the country that actively funds and works in this space. Thanks to the surplus generated by our not-for-profit model, we're able to make meaningful impact. And we do this because it matters. Giving back is a core part of CIRA's identity and value system, and something that makes us proud to come to work each and every day. It also helps us attract people who care about social purpose, people who want to be part of something bigger.

Net Good brings that purpose to life. It's a tangible example for employees, for the folks that work at CIRA, and in the community of our values in action. And it strengthens everything we do, from promoting the .ca itself, to offering cybersecurity services, to

recruiting top talent, and building partnerships across Canada and beyond.

So with that overview in place, I'd like to focus on one project that's particularly close to home, quite literally. It's called CommuniFi, and it's one of the largest local initiatives we've supported through Net Good. As CIRA is based in downtown Ottawa, this project means a great deal to us, and it's already making a difference in some of the city's most underserved neighborhoods.

So across Canada, more than 800,000 people still lack access to fast, affordable internet, despite years of massive infrastructure investment. And CIRA has long supported rural, northern, and indigenous communities through Net Good, as I talked about earlier. But we saw a gap, and that gap was the urban digital divide. So for our 10th anniversary, we committed to an urban digital equity initiative in Ottawa. And using 2021 census data, the Neighborhood Equity Index flagged that Donald Street in the Vanier area of Ottawa was a priority. This location connects three of Ottawa's most socially underserved neighborhoods, home of over 9,000 residents, nearly 44% of whom live on low incomes.

In these communities, internet access is often unaffordable, devices and data plans are limited, and digital skills support is very hard to find. And that's why we launched CommuniFi, a two-year pilot with National Capital Freenet to provide free community Wi-Fi in central Ottawa. It's designed to connect those most at risk of digital exclusion right where they live.

And what makes this project particularly special for us is the partnerships behind it. In addition, we bring together two non-profits, CIRA and National Capital Freenet, with two municipally-owned agencies, one of which is Ottawa Community Housing, which provided roof access and free electricity at our pilot site, and Hiboo Networks, which is part of Hydro Ottawa, which built Network Back Hall, offering 18 months of free transit and long-term below-market rates. It's a community-first collaboration and a model for how local organizations can align to deliver digital equity.

CIRA's role in the project goes beyond funding. We've also contributed our DNS firewall service, which protects the network by anonymizing data and filtering out phishing, malware, and botnet threats. This isn't a technical feature, it's also very critical to the community that we're serving. CIRA officially joined the project in December 2023, supporting the pilot phase, and by December the following year we had completed it. Deploying a fixed wireless network to two Ottawa Community Housing buildings in Vanier and Overbrook, these are areas with high need and active local service agencies willing to host community Wi-Fi.

In the first six months, nearly 2,000 unique devices connected to the free network. And next up is phase two, which aims to expand service to at least 10 more community organizations within a 5-kilometer radius. And that completion is expected next year. So this slide speaks for itself. We believe CommuniFi is making a real difference. Residents now have access to, among other things, a

weekly health clinic in their building, reducing the need for emergency visits, an on-site tax clinic to help with returns, no travel required, reliable internet access to stream, learn, socialize, and stay informed, even while doing laundry or waiting in line for food drop-offs. These everyday conveniences are helping people stay connected and feel more included in community life.

I thought we would just show you a nice picture of two residents who have been very important to the project, who live in this community, enjoying the service in an outside area just around the actual Donald's, which are the buildings. So the impact of CommuniFi has been transformative, and we're only at the beginning. This is the kind of project CIRA is very proud to support. For us, it's community-driven, it's responsive to real need, and it's delivering measurable results. And for us, that's what Net Good is all about, providing the runway for promising ideas to take off. Since launch, it's connected hundreds of low-income families, helping them engage more fully in Canada's digital economy. The blueprint is working, the model is scalable, the need is urgent.

And what's missing is basically more support to scale the project to the level that we'd like to see potentially across the country. Small baby steps, this has worked well, but there's still a lot of work to do. And with that, I'd like to open up the floor. If there are any questions you have about the project, or if you want to talk about digital equity in your country, OCC, please feel free.

SOULEYMANE OUMTANAGA

Thank you, thank you very much, Canada. I think that we'll have a lot of questions. Yes, go ahead. Thank you so much.

JORDAN CARTER

Hi, Charles. Bonjour. Question for you, just on your last point about the key challenge. You've built a scalable model that's having real impact. Presumably, CIRA doesn't have the funds to bankroll, roll out across all of the communities in Canada that might benefit from this. Has CIRA pitched to the government to fund it?

CHARLES NOIR

Thanks for the question, Jordan. Quite right. So this was an opportunity to invest a little bit more in one project than we usually do, and with the intention of showing that it can work. With the intention of showing that if you have the right partners in the last mile connectivity, in the middle infrastructure connectivity, and you have an organization like Ottawa Housing, community housing, which shelters 30,000 individuals across the city, small investments can make a very big impact.

At the moment, we're not working with the government directly. Heboo Networks is part of Ottawa Hydro. And so with the city being involved, we're certainly hoping to spread that message. We're not sure where it's going to go. But at the same time, we're also working with and looking to work with other partners or bring partners together who might look at this project, see that it's working, see that it's actually delivering what we intended it to

deliver, and think about investing and moving forward in other areas. Thank you.

SOULEYMANE OUMTANAGA

Thank you. Is there any question on Zoom? Or perhaps in the room?

CLAUDIA RUIZ

Thank you, Souleymane. I believe that there were some questions for the previous presenters. Would you like me to read one of them out loud? There was one written one in the Zoom chat.

SOULEYMANE OUMTANAGA

Yes, go ahead.

CLAUDIA RUIZ

Thank you. Question from Subram Saran to Boyoung. It's always good to innovate. What has been done to ensure that new third-level zones are accepted by search engines?

BOYOUNG KIM

Thanks for the question. I don't think there is no specific procedure we have to take, but I will double check and then get back to Subram. Thank you.

SOULEYMANE OUMTANAGA

One last question, maybe, before we end the session, this 90-minute session.

ALEJANDRA REYNOSO

Hello, everyone. Alejandra Reynoso, for the record. I just wanted to give you some updates of some conversations and developments that have been ongoing regarding the reviews and the last Board resolutions regarding that. The ccNSO Council wrote to the ICANN Board setting out our concerns about the overlapping reviews. In May, the ICANN Board confirmed that the Continuous Improvement Program should progress as planned and the organizational reviews are deferred until the first Continuous Improvement Program cycle is complete.

It concluded the pilot holistic review to allow for further ongoing work in the SO/ACs and Continuous Improvement activities and brought participation in a community dialogue on reviews. It continued the deferral of the Accountability and Transparency Review No.4, also known as ATRT4, pending the community dialogue to inform next steps. And continued the deferral of the Security Stability and Resiliency Review, SSR, and the Registration Directory Service Review, RDS, which are specific reviews, until the community dialogue can inform next steps.

So, the Board called for a community conversation about how to improve the system of ICANN reviews, and here are some observations. The Board and the ccNSO Council are aligned with respect to deferring ATRT4. Deferring the organizational reviews,

the ATRT4, and other specific reviews is not consistent with the requirements in the ICANN bylaws.

So, we as a community face two challenges. One is improving the system of reviews and also ending the inconsistency with the requirements of the ICANN bylaws. Some argued that using the ATRT4 to review the reviews would be a good option. I do not agree because the scope of the ATRT is broad and set out in the ICANN bylaws. If an ATRT was asked to just look at reviews, this would be another inconsistency with the requirements of the ICANN bylaws.

So, on the next steps, as a follow-up from the meeting with the SO/AC Chairs, we met this morning to discuss this, and a potential path was to make a change to the ICANN bylaws. The ICANN bylaw change would have two specific purposes. One would be to suspend the timeframes for existing reviews, and the second would be to initiate a focus review of the review system with recommendations on having a specific deadline. With respect to the deadline, the review of reviews needs to be time-limited. If the focus review of reviews didn't conclude on recommendations inside the timeframe, the suspension of existing reviews would end, and the status of being inconsistent with the ICANN bylaws would again be the case.

The process needs to be focused and the scope predefined, which is contrary to an ATRT. The ccNSO Council will discuss this further tomorrow, so this is just fresh news from today. So, please think about it, and feel free to chat with me or Jordan or Chris Disspain,

who were also in today's meeting, to look for further information. I know we have still five more minutes, if that would allow for a few questions now, but I think it's best if you think a little bit about it, but if any questions now, happy to. Yes, David, and then Roelof.

DAVID MCAULEY

Thank you. Could you just repeat who the meeting-- David McCauley speaking, sorry, who the meeting today was with, who was in that meeting?

ALEJANDRA REYNOSO

It was the SO/AC Chair's follow-up from the roundtable that happened on Sunday. Roelof?

ROELOF MEIJER

Roelof Meijer for the record. I completely understand the dilemma, and I'm with you on the path forward. But considering the WSIS+20 review and all the discussions we will have about the effectiveness of the multi-stakeholder model, are we not running a risk here of either misinterpretation of why we are doing this and why we are not adhering to ICANN bylaws, or why we are willing to change them, or willful abuse by certain parties of the fact that we intend to do this, and willful abuse in a way to kind of prove that the system is not working?

ALEJANDRA REYNOSO

Well, the idea here is to not be in that position. So, that's why the aim of doing a valid change to be consistent with them while doing the review would fix that problem of perception that something is not working. Because if we try to do that without following our own rules, then that definitely can be seen as a bad thing, if I understood correctly--

ROELOF MEIJER

I understand the logic, but it's a bit like, it can be interpreted as, there's a president, he's done his two terms, he wants to do a third term, or a fifth, whatever, so he changes the law that forces him to leave after two terms, or her. So, if we are not following the bylaws, so we stop doing the reviews, now we are no longer doing what the bylaws tell us to do, so we change the bylaws so that we can continue to stop doing the reviews. I know that's not the intention, but it might be the interpretation.

JORDAN CARTER

Roelof, it's Jordan Carter here. It's a very good point, and the only problem is that the thing that triggered us arriving into that situation, and that opened up those accusations, is actually the ICANN Board's decision that it's already made. So we can't undo that, and the approach that Alejandro's just proposed is the quickest way we've been able to think of to get back into compliance with the bylaws.

The second point is that the reviews that we're talking about are not part of the fundamental bylaws, part of the ICANN bylaws, they're standard bylaws, but there is still an empowered community process to go through with not objecting to those changes. So it's a little bit different to a president changing their term. If the community thinks this is a bad idea, the community can stop it happening. So this is an example of how the broader accountability framework does actually still apply.

We're not just proposing casually to change the rules to get out of the accountability obligations. It's more to say it's better to take a shorter period of breach, and then to do a proper review to fix this problem for the long run, than any other approach that we've been able to think of so far. So the reason we're telling you this now is to get you thinking. And if you get some more thoughts over the night or tomorrow, or can share them with us, that would be great, because obviously there's a multi-day process to come up with bylaw changes, assuming the Board even agrees to do so, and then there would be a public comment process.

ALEJANDRA REYNOSO

Bruce?

BRUCE TONKIN

I tend to align a bit more with Roelof on this. I mean, it's not a good look to be scrambling around trying to make ad hoc changes to the bylaws. Changes to the bylaws is generally a well-considered

process, a lot of consultation, etc. Perhaps an alternative approach is to comply with the bylaws, but to actually do it in a lightweight way. Because when I read the bylaws around ATRT, there's nothing that says you need to spend two years doing a review and five years trying to implement the recommendations.

I actually think you could do the review in three months between two ICANN meeting cycles, keep it narrowly scoped, and particularly keep it time-bound. So you can literally just say, hey, today we're looking for input, we're having an open public forum, what's your inputs? Then you meet after that, you make some suggested recommendations, you get some comments on that, and then you move forward in a lightweight, continuous improvement approach, which I think was the original intent of the bylaws.

ALEJANDRA REYNOSO

Thank you, Bruce, for the input. I know we are running out of time, but we can continue the conversation through the day. So if you see either me, Jordan, or Chris, please approach us, and we will take your input. With that, I'll return it back to Suleyman.

SOULEYMANE OUMTANAGA

Thank you, Alexandra. We are at the end of our session. It was a rich session, and I would like to warmly thank every single one of the speakers. Thank you for the quality of your presentations, and thank you, everyone, for your question. And I look forward to

continuing this discussion within the ccNSO community. Thank you. Let's give a round of applause for the entire room.

[END OF TRANSCRIPTION]