



# The Domain Name Association ICANN Durban Update



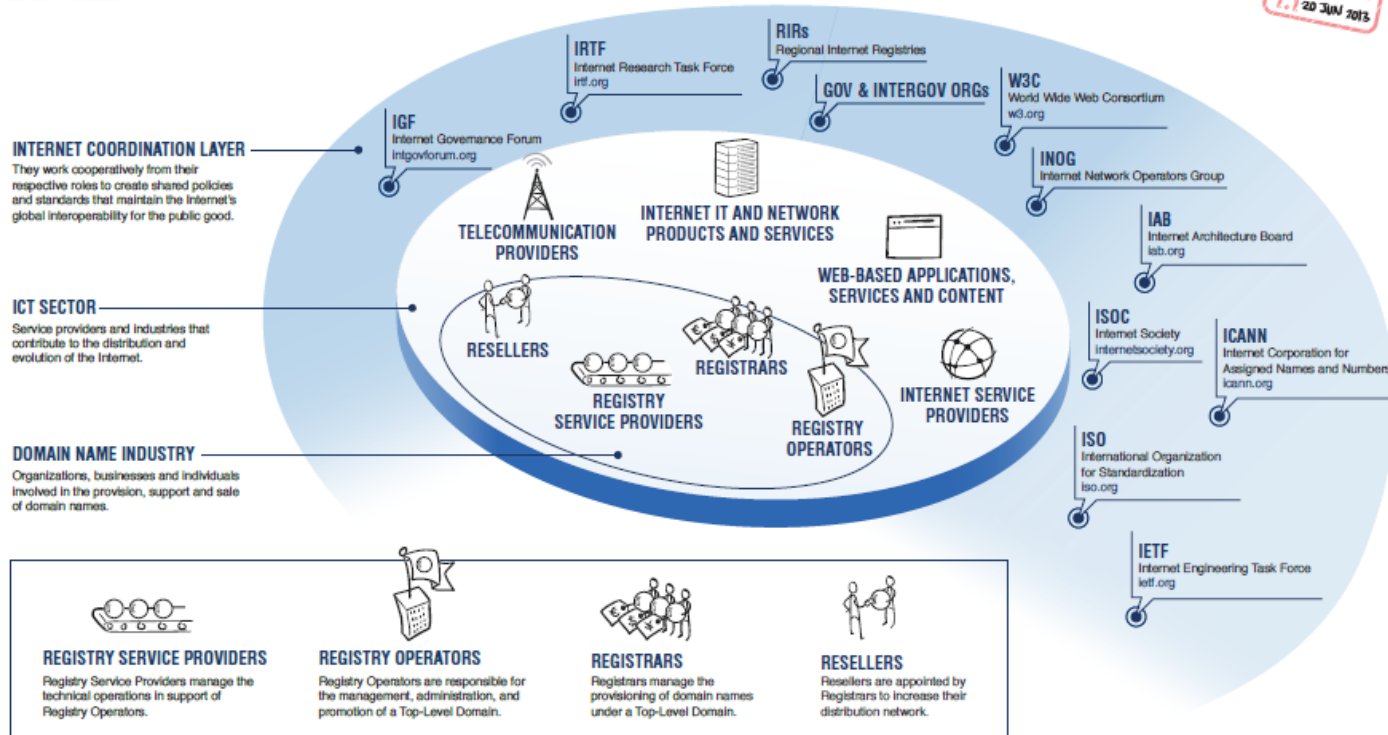
# Agenda

- The Domain Name Industry
- Our Mission
- Key Messages
- Current Status
- Benefits to Joining the DNA
- Educational Website
- Next Steps

# The Domain Name Industry

## THE DOMAIN NAME INDUSTRY ECOSYSTEM

VERSION 1.1  
20 JUN 2013



This graphic is a living document, designed to provide a high level view of the relationship between the different parties of the Domain Name Industry. It is for illustrative purposes only and is not intended to be a definitive guide. Some of the names of the documents may vary. Please provide feedback at [www.splintons.com/domainnameindustry](http://www.splintons.com/domainnameindustry)

# Our Mission

The Domain Name Association (DNA) is a new non-profit global business association that represents the interests of the domain name industry.

We have no formal affiliation with ICANN.

Its members are groups, businesses and individuals involved in the provision, support and sale of domain names. This includes such organizations as domain name registries, registrars, resellers and registry service providers.

# Our Mission

The mission of the Domain Name Association is to:

Promote the interests of the domain name industry by advocating the use, adoption and expansion of domain names as the primary tool for users to navigate the Internet.

# Key Messages

The DNA aims to play a key role in helping consumers, business, public-benefit organizations and others understand the benefits and take advantage of the upcoming expansion of the Internet name space.

The DNA is the first-ever industry trade group to represent the interests of the domain name industry and will promote, advance and support the common interests of the industry with regards to the provisioning, expanded adoption and use of domain names.

# Key Messages

By exercising effective leadership, the DNA will advocate for and represent the interests of the industry before policymakers and the public, and will inform groups, individuals and the public at large on key issues affecting its members.

The intent of the DNA is to build trust, exchange ideas, educate and raise awareness of domain name-related issues.

The DNA will promote and advance practices leading to a more trusted online environment.

# Current Status – Interim Board

Adrian Kinderis (Chair)  
CEO, ARI Registry Services

Jeff Eckhaus  
Senior Vice President of Corporate Development, Demand Media

Rob Hall  
CEO, Momentous

Statton Hammock  
VP, Business & Legal Affairs, Registry Operations, United TLD



# Current Status – Interim Board

Job Lawrence

Principal, gTech Ideas & Opportunities, Google

Jon Nevett

Co-Founder and Executive Vice President, Donuts

Elizabeth Sweezey

VP, Policy and External Relations, FairWinds Partners

# Current Status

Company officially incorporated as a Delaware non-profit organization on July 1, 2013

Charter and initial Bylaws have been adopted

Membership Structure is in development

Budget is in development in conjunction with membership structure

Membership Drive – beginning in Durban

# Current Status

Education and Awareness website is being designed

DNA website has launched at theDNA.org

Logo has been designed

# Benefits to joining the DNA

**Lead from the Front:** Solidify your role as a critical player in this next phase in the growth of the Internet

**Boost Your TLDs:** Leverage the DNA's marketing and education programs to maximize your namespace

**Be an Insider:** Get the latest information and updates from the domain name industry through regular bulletins, newsletters and research sharing

# Benefits to joining the DNA

**Join a Global Movement:** Bring your local voice to global domain name industry issues

**Accelerate Your Marketing:** Get access to best practices related to TLD marketing and utilize the DNA's messaging in your own corporate communications

**Connect with Peers:** Capitalize on opportunities to connect and collaborate with members from around the globe and across different industry segments

# Benefits to Joining the DNA

**Shape Our Work:** Influence the direction of the DNA and help determine where its marketing efforts are focused

**Multiply Your Exposure:** Leverage the DNA's presence at key industry events to help market your TLD to many partners in a single venue

# Educational Website

WHATDOMAIN.ORG

Home [FAQ](#)

What's a domain?

Today's neighborhoods

New neighborhoods

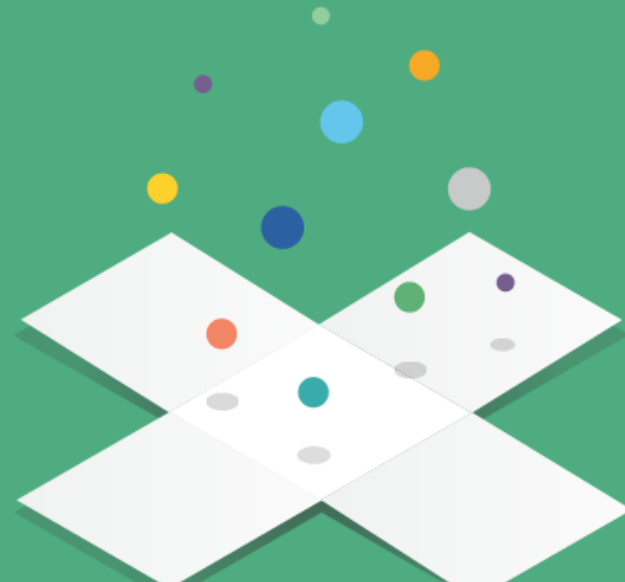
Share

## THE WEB'S NEW NEIGHBORHOODS

The Internet is about to get a lot  
bigger...

One of the biggest changes and most exciting opportunities in the history of the Internet is here. Starting October 2013, the Internet landscape will change dramatically, as existing domains like .com, .net and .org will be joined by .cool, .fun, .ninja, and many more.

What is this change and what does it mean for you? Let's start by looking at how the domain system works today.



# Next Steps

Finalize Budget (Operating Expenses)

Finalize Membership Structure


Transition to Formal Board

Education and Awareness Campaign

Official Launch and Membership Drive

Launch of Educational Website





DOMAIN  
NAME  
ASSOCIATION

[www.theDNA.org](http://www.theDNA.org)