
BUENOS AIRES – LAC Space
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ICANN – Buenos Aires, Argentina

ESTEBAN LESCOANO: Good morning, everybody. Thank you for being at the LAC Space. We are going to be starting in two more minutes. We'll give you some time for the community to get here. Thank you.

UNIDENTIFIED FEMALE: So, dear. Please take your seats. Open seat is for everybody.

ESTEBAN LESCOANO: Good morning, everybody. I am Esteban Lescano. I am from CABASE Argentina. I will take this opportunity to welcome you to the LAC Space, and of course, to Buenos Aires, my city, and Argentina, my country, today. We have a very interesting agenda. Today's session for LAC Space will be focused on the development of the DNS in the region, in Latin America and the Caribbean.

And before giving the floor to the different speakers, I would like to tell you what is the LAC Space. This is very interesting, indeed, because it's a place in Latin America and the Caribbean for the ICANN meetings. Every time there is an ICANN meeting, no matter whether it's in the region or anywhere else in the world, we have this space, which is a space where we deal with commercial or financial topics related to the development of business in the Latin America and the Caribbean regions.

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The first LAC Space meeting took place in 2014 in Singapore. And ever since, we've been replicating our space at every ICANN meeting. I turn the floor to Rodrigo de la Parra to open the session formally.

RODRIGO DE LA PARRA:

Thank you very much, Esteban. Welcome to the meeting, to the LAC Space. As Esteban was describing, this is a space to discuss topics with a financial and commercial topic for the Latin America and Caribbean region. This is one of the projects that make up the regional strategy for our region. It was prepared by different members of the community from different groups. It was a group represented by government, civil society, technical community, and private sector.

One of the tasks of this group was to diagnose precisely where the shortfalls that our region had any challenges. Looking to the future, of course, there was the issue of involvement in ICANN engagement, but also thinking of DNS, we could see the evident lack of participation from the registries, from registrars, from the business sector in the region, such as like us, [ours]. Much lower than our engagement in all the other indicators in the world.

Normally, it is said that Latin America and the Caribbean are 10% of almost everything. Population, territory, growth, GDP, etc. One of the actions that we thought that we could conduct as a community was to open this space to understand in what other ways we could help drive the interest of new players in this sector. The agenda of today is going to show a very important event that we have held for the second time

that we organized in partnership with our sister organizations in the region, which took place on Friday.

On Friday, we had our second LAC DNS forum, a whole day to discuss these topics, and we'll also Carolina Aguerre, who will tell us what happened there. We will also have the opportunity to listen to other experiences that are happening in other regions in the world where they have the same objectives as well as other very specific projects, because the LAC space is an execution of this project. There are very concrete projects that we are conducting to drive the domain name sector.

I welcome and I hope that the meeting will be of interest to you all.

VANDA SCARTEZINI:

Thank you, Rodrigo. I would like to welcome you on. I am Vanda Scartezini from Brazil. Here is my colleague, Gabriel Szlak from Argentina. Together, we are doing this work of placing some of the business of Latin America in the discussion at this forum, which we hope we are very happy today because we have many new faces. This makes us feel really excited because we are gaining space. Welcome to you all. We'll show you our agenda and thank you for being here.

ESTEBAN LESCANO:

We'll now give the floor to our first speaker, Baher Esmat, VP for Engagement from the Middle East ICANN.

BAHER ESMAT:

Thank you. Good morning. I'm very pleased to be here at the LAC Space. Can I control my slides from there or? Should I switch? Yeah? Okay. Yeah. Thank you.

I'm very pleased to be here this morning. And before I start, I'd like to congratulate the LAC Internet Community for a wonderful job that you guys are doing. I was listening, this morning to experience from NIC Argentina. I listened to Rodrigo. I watched the video of the [center] in Montevideo, and I felt that you guys have gone long ways. So congratulations.

I'm going to share with you a little bit of our experience in the Middle East. My name is Baher Esmat. I come from Egypt. I lead Global Stakeholder Engagement at ICANN in the Middle East and North Africa, and I'm going to share with you a couple of updates on projects that we've been working on in my region.

Okay. Is this [inaudible] I think. Okay. All right. Yeah. All right. So one of the projects is the DNS Entrepreneurship Center. When we started working on the ICANN strategy in the Middle East, one of the key areas that were identified by the community were they thought that more work needs to be done was the domain name industry.

Feedback we got from community members was that ICANN needed to do more work to strengthen and grow this industry across the region. That was also a common area where with Africa. So the African strategy, the ICANN African strategy identified the same area as key area for Africa. So we started to work with our African colleagues and

we started to, also, sort of consult with members of the African community.

One suggestion was to build some sort of Center of Excellence for DNS to serve Africa and the Middle East. So that was the background about this project, and we started to work with our partners in Egypt. The Telecom Regulatory Authority of Egypt, which is also the TLD registry for Egypt's IDN, .masr, they are our partner in this project.

And the vision is to have the Center as a repository for DNS knowledge and expertise in Africa and the Middle East. It's not going to be the repository, it's a repository, which means that it's not going to be the only place for this kind of function. In fact, when we had discussions with many of our colleagues in Africa they were very excited to try to have similar sort of centers or setups in the countries, as well.

The mission for this center, primarily, is to develop a robust and healthy domain name ecosystem in both regions. So, as I said, we have partnered with Egypt's NTRA, we signed an MOU then at ICANN London meeting a year ago, and we agreed that during, it's a three-year project, and during this three-year time, the NTRA is going to incubate the Center while ICANN, together with partners from the technical community, is going to provide and lend expertise and knowledge in the field.

So this slide illustrates the three phrases of the project. Phase one, which started nine, ten months ago, and it's about to end in few days. We call it the foundation phase. This is where we offered a number of capacity-building programs and I'm going to go through this in a little

more detail shortly. And then phase two, which is year two of the project, what we call the launching phase. This is where the Center will be launched.

And, by the way, when I say “Center,” I don’t mean that we’re going to have a center with 50 people. It’s going to be a very lean sort of structure with one or two people to begin with. But more importantly, the model is to rely on resources that exist all across the region and to deploy to train those resources and then to deploy them for the different projects.

And then phase three would be third year and onward, and this is where the Center will work as an independent entity, lending its services to the region. So we started year two with two main training tracks. One is the technical track. The other one is the business track.

The technical track, to be frank with you, is sort of the easy part. Why? Because, actually, this is something that the Internet community has been doing for a long time. For a long time, organizations like the Internet Society, the Regional Internet Registries, and others have been offering first-class training programs all across the globe, including Latin America, including in my region in Africa and so forth. So what we did is was more or less to build on this work and to try to take it a step further by focusing on what we call or what the technical folks call train the trainer programs.

So we’re focusing on train the trainer. We’re focusing on training people who are knowledgeable in the different topics, and to train

them to become trainers and to participate as trainers in the different activities.

The business track, the DNS business side, that was a little more challenging. It was more challenging to bring folks from what we call the G community, the gTLD community, from registries, registrars, to bring them to the table and to ask them to come and coach people about this business about opportunities and potential of this business, particularly with the rising up of new gTLDs.

So we managed to get few partners in this track but it was not an easy task. We put a, when we started, we put a call – a public call – for those who are interested to join as trainees with the skills, the skillsets required for each track. And importantly, we noted that it's important that those who apply for this training, that they would need to have the desire to teach and to take what they have learned, to take it to their communities and to learn and to teach their communities.

So we started with three training programs, and the fourth one is coming up in a month time. Two under the business track on DNS business development and registry best practices and we had a train the trainer session on DNS technical operations, and all the training materials have been posted online. And these are our partners for those trainings.

So far, they send people on the ground to participate in providing those trainings, but in addition to that, we managed to, particularly for the business track, we managed to get and to receive contributions from many registries and registrars who are not able to be on the

ground with us, but they provided us, they provided our instructors, not us as ICANN, but our instructors who came from registries and registrars, provided them with materials, case studies, best practices about their day-to-day operations, about their marketing plans and marketing strategies, about their business plans.

And this part of the program was, according to the feedback we got from participants, was the most important and perhaps the most useful part of the program, because participants who were able to learn a lot more about experiences from new gTLDs, from registrars, from some of the conventional registries like VeriSign and others. And here is one of the group photos.

Now, the feedback we got, there was feedback forms distributed every day, and participants were providing feedback on each day's content, materials, instructors, what they have learned, what they thought they would or they should learn, and it was less or below expectations. In general, on the business side, the feedback was very positive because people said they were not used to this kind of topics.

I mean, they have been through many technical kind of trainings in the past but for the business part, that was new to them, and they found it very useful. And they asked, even, if we could more of this in their countries.

Also, one of the challenges and one of the feedback we got from instructors, and it was clear that was challenge for us, is to reach out to the – because this is we call it DNS Entrepreneur Center. And we were not able to reach out to the entrepreneurs. We were not able to

bring small businesses to those trainings. We tried, but for this time, what we had were mainly people from ccTLDs, from registrars, from some of the new G registries in the region, as well.

So this is something we'll continue to work on to try to get small Internet businesses, those who might be interested in DNS business to join in the future activities. On the technical side, people were very excited about the train the trainer course, and the one question we got after the training was, "What's next?"

Now we're trained, some were very excited, very willing to participate in future activities with us as instructors, and they were asking, okay, what's next? The good news is that the training we're going to organize end of July on the DNS operations and security, we're going to have two of the trained students participate as co-trainers in this upcoming training in four weeks.

So again, this is one of the KPIs that we're going to follow and monitor very closely that we make sure that those who are trained have the opportunity to participate, not only as co-trainers, but also in the future as trainers themselves. And this is the whole purpose of this project, to make sure that that we have resources, local and regional resources, who could contribute to the development of this sector in the region.

Next phase, next year, we're going to continue as ICANN working on a few – offering few trainings, and also working on sort of fellowship and internship program by sending, again, the qualified candidates to spend time. And I'm talking here time between six weeks to maybe

three months, spending time with registries and registrars around the world to get firsthand experience on how to run the registry or how to run the registrar, so we're working on this for this year.

NTRA, our partner in Egypt, is also working on hiring a dedicated program manager for the project. This program manager will be working on the business plan for the Center while, at the same time, seeking partnerships from industry leaders, whether from the region or from the global Internet community.

So this one update I have for you today. The other one is – the other project we're working on the Middle East is to conduct a Middle East DNS market study. And, of course, we're not going to do this as ICANN. We're hiring a consultant to do the job for us. This is, again, was one of the outcomes that came from the Middle East strategy.

Community felt that we're talking about expectations, we're talking about speculations, but we didn't have data. So they needed to see data, they needed to see analysis for this data, and they needed to see some recommendations for a way forward.

When we talk about factors that holding back the growth of the DNS industry in the region, what these factors are. Are they only DNS-related factors? Are there factors? So they needed to see this. So this is the main objective of the study is to get factual data and analyze those data and then put recommendations for a way forward.

So the scope of the study is to look into regional and country-based breakdown of domain name registrations and to see the growth in

domain names whether under ccTLDs or gTLDs in the region, and also to get some data and information from registrars, whether those who are in the region or, even, outside the region to get some information about how they see the Middle East market. Also, to get user experience to hear from registrants.

This, of course, will be through a series of interviews and also a survey that the consultant will conduct to be able to collect this data. We want to get more factual data on factors holding back the take-up of the domain name industry in the region. And more importantly, we also want to benchmark this data against other regions because we can get data, but then this data will be more meaningful if we benchmark it, again, to regions like Latin America, Europe, and Asia.

And then, finally, we look forward to some recommendations to come out of this study. So it's the factual data, analysis, recommendations – these are the three main parts of the study.

The timeline. We completed the RFP, we actually completed the selection of the vendor. We contracted the vendor a couple of weeks ago. The vendor will work over the next four months to develop the study.

Our goal is to have the study presented at the ICANN Dublin meeting in October. And the contractor, the winning bidder is EURid.eu, the leading consortium of consultants from both the region and outside to conduct this study, and we are looking forward to the final document and the results to be presented in Dublin.

Again, thank you very much for the opportunity. I'll stop here and then would be happy to take any questions, if any. Thank you.

ESTEBAN LESCOANO: Thank you very much, Baher. Now we're going to give the floor to Carolina Aguerre for her to tell us about the outcome of LAC DNS.

CAROLINA AGUERRE: Not to waste any time, good morning. This was the image that represented the Latin American and Caribbean forum of DNS in Buenos Aires in its second edition. We had a program committee. Sorry, a bit messed up with the slide. Thank you so much.

I don't know whether you will remember, but as a background story, we had the first edition of the LAC DNS Forum as a regional experience in November 2013 at the ICANN 49 in Buenos Aires. Sorry, ICANN 48. This was a second experience with the involvement of practically the same organizing committee with the following organizations: ISOC, ICANN, LACNIC, LACTLD, Argentina NIC, RIR, and PIR.

We thought it was a good opportunity to capitalize the learning, the knowledge acquired, experience acquired of having organized between a program and committee with such a wide scope, the lessons learned from November 2013 to look at the ecosystem changes that have become deeper and deeper from the previous edition. And looking at something that, I believe, is associated to this space. We have here at ICANN meetings deep promotion of the

development of the commercial and technical view on the DNS subjects.

We believe that the first edition of the forum, we had not managed to fully consolidate the theme that is more strategic of having this kind of event in this region. So we took out any elements associated to governance topics or access to new technologies, which we thought these subjects are well dealt with in other forums.

We wanted to restrict to the subjects that we considered are not dealt with in other forums, in other spaces in these organizations or others in the region. Making use of the technical experience in the development of subjects associated to DNS, we put together an agenda strongly focused on two angles, looking at some experience of success, such as Baher just told us.

But mostly, consolidating, sharing, telling, and finding out what the opportunities are for this region with the players in the region. The local partner was CABASE. That is also an excellent initiative of not just working with these type of firms are organized with regional or global organizations, but also to look for a local partner.

This will be reflected in some other interesting numbers. We put together our website, which we have not done before, so it was disseminated on a [half clock] basis through our own channels or in the web, trying to find a new presence in the very informational website.

You can look it up, there is expanded information there, as well. We have one 100 participants registered in the site, and we saw that half of the participants that went to the forum were not registered on the webpage. That means that there is an interesting mass volume of community people who, even, when they did not come to the forum, showed such an interest as to log in and leave their information.

So we're reaching out to see how we can use this potentials as best as we can in the future for the forum. Let me quote Rodrigo at the end of the forum. He said in the last session, "One of the considerations we have, we have to keep on walking this path where we can focus on commercial and technical issues, opportunities to the players in the region by these two sides to develop DNS, and to see whether this event can acquire bigger depth be considered as an event, not always considered to an ICANN meeting in the region. And to explore that those other opportunities."

I don't want to make those who came to the forum bored, but I would like to highlight some of the subjects on the agenda and the four sessions in themselves, and then an open microphone session, which we put together. We had the first session, an opening session where the representatives of the different organizations, part of the program committee were involved in the opening session. Then we have a panel session with a presentation and DNS sectors with different initiatives from the region and global. Also, dealing with lessons learned in other regions, such as what Baher just said.

We saw concrete experiences in relation to DNS, ICANN LAC strategy. Some of the projects to be developed in within this framework are specifically aiming at that. LACTLD with ccTLDs and LACNIC for an Anycast regional cloud. And a report with [summary] results that when [inaudible] is dealing with for the 4.6.1 strategy of ICANN LAC. He will expand on that.

This first session was to provide an overall approach to this session. The second session have a strong footprint. It was not the only one, but it was strongly focused on technical DNS aspects mostly associated to security and stability. Efforts on use and misuse of DNS, trust in the DNS, the role of DNSSEC, even when it's not the perfect standard to security, so to say, in DNS.

It is the best thing we have now, so we need to keep on supporting it. The experience of the observatory of the DNS was explained. It's for Latin America and the Caribbean being put together by Chile. Universal acceptance, even when in our region, these things are not quite associated to the region where we mostly use ASCII characters.

It is important for the development of specific communities that we want to use characters that are not part of ASCII and how the industry, the local industry, software developers, and so on need to consider this more seriously in our region. And as well as the LACNIC WARP initiative is a recent initiative. The primary focus and consultation focus for incident management.

The third session, I have the title not here. The new stakeholders and the DNS sector and LAC mostly intended to develop a concrete

initiatives and issues faced by the region. What the challenges are for regional players to develop [inaudible] registrant in the present context. In the case of dot-lat, it was also explored.

The tools, the instances we have at hand, especially registrars and those who do maintenance in areas, what we can do to deploy concrete initiatives to develop a better service to the community, taking into account where our users are, which are the regions least served with a more intensive use of this analysis tools.

Unlike the previous forum, where sessions were more structured, we considered there were subjects that required open microphone to be able to exchange opinions and discuss. And we did that before the closing session and the fourth panel session.

There there were some specific challenges in the region associated from the perspective of the actors or players involved. Not necessarily all the players have a commercial vision about their proposal, and see in which cases this commercial vision may or may not be joined in its service proposal or whether other initiatives need to be looked into.

Another fundamental aspect is what happens with the new unique identifiers that are appearing and competing with forums to recover contents online by domain names, access to Internet by applications. These are challenges the domain name industry has to looked at in more depth and with more concern.

The last session was associated to exploring the current, future, and expectable participation of colleagues from engineers and developers

of standards and project goals for Internet to improve the IETF involvement. IETF will meet for the first time in Buenos Aires next year. It will address or it will be the first time IETF gathers in the south of the globe.

The last time it was Australia in the south, and we believe now that it is critical that we have a representation not just as to participants present and registered, but also that are working as from now and get involved in the work groups. Some parts were put together to develop that. A good number of standard developers in IETF are done through voluntary efforts or the companies that allocate extracurricular time to develop these standards.

Exploring where from Latin America that potential could be retrieved apart from getting some alliance and spaces of awareness in the business, private business sector, and also the effort should go after research and incentives for young researchers at universities interested in developing the standards to be involved in standard development to be part IETF.

I had said before some main comments put forward at the closure of the meeting, so I'm now going to repeat this, and so this is the end with the highlights of the sessions in the forum. And if you have any questions, you can please go forward. Thank you.

ESTEBAN LESCANO:

Thank you, Carolina. We'll now give the floor to Wim Degezelle, who will tell us about the consultancy process that he's leading.

WIM DEGEZELLE: [Inaudible].

UNIDENTIFIED MALE: Please bear with us. We are resolving some IT issue. This happens when you have an attorney coordinating the panel, but what can we do? We're done now.

WIM DEGEZELLE: Okay. It's there. Thank you for putting on the slide. Yeah, because I'm used to, if I have to do this myself, then things go wrong anyhow, and then you have nobody else to look at. Then it's your own fault.

Thank you for inviting me on this panel here. Apologies to everybody for not giving the presentation in Spanish, because that's part of very long-term project, and I'm still at the very beginning of learning, and probably, I'll be able to say hello in Spanish and that's it, and after that, it becomes too funny and that's not always the best.

I'm Wim Degezelle. I'm working on this project as a consultant. I'm doing this with a background I have from, I think, roughly ten years working with ccTLDs, mainly in Europe. But in that role, I have been giving presentation at LACTLD-like meetings before, so I think I have a good background in seeing what has happened in Europe over the past ten years, and also, a good look on this region.

Now just go. This one. Okay. So I will give I thin three big steps in, or points on the agenda. Short introduction on the project we are doing.

And then look a little bit deeper into the project, and I think there are two steps. It started as a research but we moved a little bit on to have a project and have a little bit active in involvement with the community.

But first, the project. So the project we're working on is part of the LAC strategy, ICANN's LAC strategy, and the other partner in the project is LACTLD, the regional ccTLD organization you all know. The idea is, really, to focus on the commercial development of ccTLDs in the region. The positive thing and the cool thing of working together with LACTLD is that we basically cover most of the region because there are 27 ccTLDs. That's not all the ccTLDs in the region. But if you look at the population, then you can see that we are talking about [inaudible] LACTLD to have 93% of the region in terms of population in this project or in this research.

So, like I said, there are two steps in this project. The first one was, or the first one is, looking around what's going on, what's happening in the region. How does the environment for ccTLDs in Latin America look like? So the best start is to look globally. If you look to this graph, I hope you can see the colors, a little bit of color difference.

You see there are 293 million domain names registered at this moment. Well, at this moment, I think the figures are the end of the first quarter of 2015. Of those 293, there are 156 million gTLDs and 13 million ccTLDs. I think some, I have the experience myself. Every time you see this, you're kind of shocked or, well, positively surprised to see

that ccTLDs are mainly almost half of the registrations in the world or half of the existing domain names are registered in ccTLD.

The six blocks at the bottom are the 8 million ccTLDs or 8 million registrations in the LAC ccTLD region, so in Latin American or Caribbean ccTLDs. If you just put it in a present days, then you see that, well, like I said, roughly half the number of registrations in ccTLDs and gTLDs. And the LAC region, ccTLDs in the LAC region represent roughly 2.7 of the total number of registrations, registered domain names globally.

That will just give on a good, broad overview, a global overview. If you now look, or next step, look to the region without moving too much or going too much in detail, when you start looking in that data, from the sector but also a little bit outside the sector, you get a pretty positive or pretty good view on the potential that there is in the Latin America and Caribbean region.

For example, I looked at the Internet use in the region, the official data that's available and published by the United Nations. And you see that there is a huge growth of people going online on the Internet, people start to use Internet. Just to give an idea, the average for this region in 2000 was 5% of Internet users, and the average in the latest UN update was 43%.

I think those figures are not that much important if it's now 43, 50%. What is important is that it is growing. It is growing and I think there's still an evolution that is going on. Also, there is a huge difference, you probably know it better than myself, between countries. Because there

are countries where the number of users, Internet users, is only 11%, 12%, 15%. Other countries are having 79%.

This means that there is still potential to growth, so you kind of expect that there still will be an evolution that more and more people go online. If you look to the domain name growth in this region, and in particular, also, the growth of the ccTLDs in this region, then you see that, of course, we saw from the previous slide there are less ccTLDs in the LACTLD region, if you compare that to the other parts of the world.

But if you start looking from 2008 until now, then you see that, basically, the ccTLDs as a group have grown more in percentage since 2008 than the gTLDs. And within the group of ccTLDs, it's remarkable that the ccTLDs in the LACTLD region have known a better growth compared to their situation in 2008 than the ccTLDs in general.

Of course, for a part that's logic, I mean, the larger and the bigger you are, like the ccTLDs in Europe or, for example, the gTLDs, the larger you are, the more you have to grow to keep the same percentage, but I think the most important conclusion you have, there is a growth going on and there is still a big potential.

This same conclusion you can have from, if you compare the number of ccTLDs to the number of people using the Internet. You say, "Okay, this is still lower in this part of the world than in other regions." No need to come up with and say this is something negative. No. What I find important is look, know that it is something positive because it shows, again, that there is a potential to evolve and to do better.

Something similar, you saw going on, if you compare country per country, the ccTLDs with the gTLD and how strong a gTLD is. I mean, it's a different situation for each ccTLD. In some, the ccTLD is very strong and the number of gTLD registrations that can be attributed to the country is lower. In some, there's still the very dominant position of the gTLDs.

But if you look back, you see an evolution that more and more ccTLDs are growing and take leading position within their country. So again, it is a reason to say that there is a potential and there is, well, a positive future.

But this is also a dangerous point or can be dangerous. Because if I give this positive message, you can ask yourself, "Well, why do we need a commercial strategy?" Why do we need to start on our future because we just sit back and relax, and basically see something that I think in Europe or even some of the gTLDs also happening ten years ago. They just saw their numbers growing and they didn't have to care about many things.

I think if you all know the environment know, this is completely different. There are a lot of new changes that were in there the last ten years. For example, there was an alternative to ccTLD with new gTLDs. The way people access the Internet and the way people use the Internet has been changed or, I mean, there is social network apps. We start using Internet in a different way, and not always we need a browser and we need an e-mail address and we need a domain name.

Also, there are some signs from the market. For example, in Europe, one of the larger registries, or the .fr registry, has published an article, I think, a month ago where they say, “Yeah, we expect a consolidation of the market in some ccTLDs starting in 2017.”

These are things to take into account and to say, “Well, we need to be aware that this is happening, and what will happen in the LAC region?” And this brings me to the second part of the project, and I think this was a very great opportunity to be able to link a little bit of this data research with the possibility to really put it in front of the people that work here within the ccTLDs.

Together with LACTLD, we put together the workshop or Carolina happily agreed that we could influence or that I could influence the agenda of her workshop on commercial features or marketing workshop for the LACTLD ccTLDs. That was the day before yesterday. It was on Saturday here in Buenos Aires.

What was important, I think, the whole workshop was divided in three elements. The first one was, of course, the story I just gave. I gave there [two] as an introduction but then I said, “Okay. Now it’s up to you to discuss and to tell me. Am I telling bullshit or do you agree? Do you see the future positive, negative?”

And I think the most reactions, I mean, the people discussed in groups and then reported back to the main session. The most important message that came, we see the potential. We see that there is a big potential for ccTLDs in the region, but something has to be done. Action has to be taken.

We're no longer in the situation from ten years ago where we just, as a ccTLD, can sit back, relax, and every month see your figure go up, see your number of registrations go up. Starting with that idea, we had the second panel that already a little step started to discuss, okay, if you want to deal with the commercial or build up a commercial strategy, what do we need to know about? What do we need to know about our business?

We had the panel from experts coming from some ccTLDs, but also from some other service providers who are specialized in looking at zone files who are also specializing in looking at number of registrations. And the important questions that came up there was what, as a registry, do you need to start to collect as data?

Because one of the big difficulties is we all want to do some analysis of how our market is doing, on how our business is doing, but you can do so much. I mean, you can start to compare it in the length of domain names. I mean, there is so much you can do. There is so much data, but it is important to really select and start looking at small, easy-to-collect data. And the most obvious is the number of new registrations compared to the number of these domain names, because those are the two most important factors. Well, the two factors that determine your growth.

And I think in that panel, there was really the clear message, okay, if we start to move and want to think a little bit in a commercial way, we have to start to collect data really easy, small in the beginning, and

then grow. Not to make big prognosis in the future, but just to see day to day what's going on.

And the third, I think, the whole afternoon was even – well, it was also even important. Starting again from the idea of growth and things need to happen, we also had a discussion. One of the things that has to be done is to think about the sales channel. I mean, it's well known that compared to other parts of the world, the registry/registrar model is not the dominant model for ccTLDs.

Whether you have direct registrations or you work with resellers or you work with registry/registrars and how you organize it, I think that still there is no best way to do it. I mean, it depends on from the national situation, but it is important that for the registries that they also think and take the possibility of the registry/registrar model serious.

We had two panels on that with registrars coming in and have, I think, a very open discussion. The first panel focused on the question, “Look, if you, as a registrar, look at us as a registry, what are the factors for you to decide yes, we want to do business; yes, we want to start selling that particular ccTLD; and which are elements that you say things that have to change?”

They gave an open wish list. I mean, some of the things were EPP. There were some elements coming up with regard to payments that they say, “Well, in some countries, it's very difficult for us to arrange the payment system,” and elements like that.

The second panel focused on the next step. If you have your registrars, how do you cooperate with them? How do you communicate with them? I think the most important, and I was very pleasantly surprised, to see that the atmosphere of the session was very positive and cooperative.

I could sense a strong message coming from the registrars saying, “We’re not here telling you what to do, but we are here on that panel because we have kind of shared interest. Because we are interested in start to do business in your region. We are interested to start selling and gain access and be present in your country, and also in selling your ccTLD.”

So instead of sometimes you hear – I mean, sometimes you look at registrars saying, “Okay, they will be angry and annoyed because the registries can’t do anything right.” I didn’t sense that. I sensed the opposite, a very positive question – a very positive atmosphere.

So the next step, we had, I think, we did the most important work. The next step is just work for me, so I can now go back to Belgium, back to Europe, and I will try to summarize. So the facts and findings combined with the messages that came up, and the new thing that came up during the session on Saturday, and then [right] put that together, summarize it in a report. Thank you.

ESTEBAN LESCOANO:

Thank you, Wim. Now Daniel Fink will take the floor, from ICANN.

DANIEL FINK: [Inaudible] used already, it's okay. Thank you. Maybe next meeting. Okay. Good. Good morning, everybody. I'm Daniel. Yeah? In Portuguese? You sure? Everybody agree?

UNIDENTIFIED MALE: Yes.

DANIEL FINK: Thank you. Good morning, everybody. I'm Daniel. I work in the regional team together with Rodrigo. I'm in Sao Paulo, and I have shown our reflections on how to how to optimize the studies and planning to develop our industry of DNS.

We have some objectives that were defined by the committee that planned the regional strategy, including improvement in the conditions of the operators or players in the DNS industry in the region, those existing and the new ones. And only to have an idea of this regional strategy. There are 12 projects in place associated to the development of the DNS market in our region, how to make it more healthy comparative [inaudible].

This is a simple classification of the project, including factors such as communications, improving the way we submit our documents, how we report trends and facts, how we address new players, how we promote them, how we train people. Also, more internal ICANN aspects. How we should involve in the policies, the financial requirements, reducing them. Something that has been discussed a lot, and research.

That area, specifically in research, how we can identify factors such as what's going on in Middle East that was so well explained to us how we can deal with information. I wanted to explore that in more depth.

This is a graph that we have been showing for a while about the number of registrars worldwide, what the difference between the different areas. We have registrars in three-digit scales in North America, in Europe, in Asia. Whereas in the south of the world, we have two digits for most of the regions here and one for Africa.

An interesting comment about looking for more information. We should include the number of sellers and representative offices from global registrars that could be an interesting data item for comparison. But we need to look for more information.

This scenario creates some interesting data. For instance, there is a registry in Brazil that has a delegated domain name. It can sell its name in the market, and there's a register to sell to customers. The study, I have seen the documentation, I have paid for the documentation, now I want to sell. You have not prepared the commercial markets, I've been told. We have a 2013 to sell. This is a curious scenario.

It could be improved at the same time, talking to new entrepreneurs, even some of the Brazilian fellows here are also quite interested in this. It is easy to motivate people to look at the opportunities in the market, especially in the new gTLDs. Even a reseller in Brazil is engaged in a lot of gTLD advertiser. He is a reseller, actually, but he said he didn't even know that he could accredit himself in ICANN.

There are many opportunities that need exploring and using. In the light of the Latin American strategy, we continue to work, and I wanted to deeply thank Vanda for her support in Sao Paulo. These last two months, we had five events at least, talking to entrepreneurs and others. You can't complain about communication. We did try to communicate and create new ideas. We had webinars with the accreditation team, the registry team of ICANN. We received some entrepreneurs in Brazil and tried to explain how to apply to become registers.

I would like to have feedback from you on this regard. Again, we have a deeper survey to identify factors, business trends, that could be applied in the region to develop this industry. We had some conversation with Tony Harris, Oscar, Carolina, and feedback is always important and interesting.

Perhaps, in a brief period of time, we can put out a request for proposal to hire a consultant to provide us with items or arguments clear enough, well grounded so as to continue with this effort of inviting new players to the market. I believe that the [inaudible] TLD Carolina is talking about is excellent. I learned a lot from this event as to how to work with existing players and perhaps we could do something in association to the new players to work with the new players. I would appreciate your comments. Thank you so much.

ESTEBAN LESCOANO: Thank you, Daniel, so much. It's interesting how much you can do in the region and the opportunities. The last speaker is Gabriel Brenta, the Director of NIC Argentina.

GABRIEL BRENTA: Good morning. Thank you for your time, Esteban and the members of the panel. I will show you briefly what we are doing with NIC Argentina.

NIC Argentina is going through a transition, which we believe is positive and fun for those who want to allocate over 12 hours a day to an effort. This implied agency with processes and look and feel that were unupdated and to make it 100% user-focused, so we started a process of awareness so that all users can take on the responsibility of logging on to NIC and getting registered.

We reconverted the platform we had back in time, trying to put together all the lessons learned in a new digital environment of interaction with the user, trying out that without the domains from preventing the domains from crashing.

In August 2013, we consolidated part of this process and went live with the new platform. This implied given the user the possibility of self-management through online registration with a domain administration updated as to the times in which we were living. This implied a change in policy and for all TLDs putting together a policy framework is very important.

I've been lucky enough to have a team that walked by my side in that sense and opened up to understanding things that are required from the technical and legal standpoints and associating the two arenas is not always simple. We started working strongly in new this peer resolution mechanism. There was an update on what was called Rule 11.

This mechanism was not completely disseminated so we gave it more power by a lot of dissemination to reach in March 2014 doing away with free access, which was something we wanted for a long time.

We had an impact on user's organizations, registration, and renewals and part of what we achieved was for the [Bugs Bunny] friend to cease to have a domain name, and we have someone with an actual ID number. Now, it would something easily resolved, but this implied a contact effort with a number of users where they did not understand why it was reasonable to have accurate data in domain registration.

Even when we define ourselves as a technical community and are happy about it, the .ar DNS route is critical for navigation in Argentina and it's in our hands. We are a government agency, and that is why we have some additional responsibility and have tried to work with those two sides of liability in a scenario that's advantageous for all of us. Their [inaudible].

Esteban knows more about this legal discussions when someone understands that his or her domain was being used by somebody else or he or she have a better right. We have invested a lot of effort in dealing with these disputes. Because the dynamics of cyber-

occupation is something that was bringing a lot of trouble to the region.

We were depository of many of those practices of our friends in trying to register domains that were not theirs. This has been reduced considerably and the dispute system is a tool to deal with those issues.

Something else we have focused on is the specificity of contents with opening specific areas, even in the organization of the NIC structure. We have an area that deals with the domains that we call specific purpose domains. Trying to improve the interaction with this type of user so as to promote an easier way to access the contents they need and to have some validation of the specific function.

To briefly give you an example to show what navigation is in Argentina, an extension of that tool .ar is associated to tourism. People can have this kind of domain name in Argentina if they are engaged in travel and tourism.

So if people lose their license to [inaudible] tourism agents, they lose the possibility of having this license. So we guarantee users that if you perform a tour or site, this site has a license from the relevant A government agency. If there is some kind of breach of the services contracted, there is a legal support, there is a corporate name, there is a permit that gives you a tool to go against them. After 26 years collections.

This was not something that people fail to see. Everybody saw it. Some were very happy, some were very unhappy after the first few weeks of some very shaky scenario. We started seeing many users that did not agree with collections, started to become our allies, a road that we have walked of social network communication started to give us feedback. The users that did not agree at the beginning with paying started having domains available that it had been working for years, and so that they didn't have them before.

So they thought, "Well, that's not that bad. We were one of the few countries in the world that had it for free. Why didn't you do this before, guys?" That is what they told us.

This prompted a scenario that had been thought of changing the mood of the user by making available services, hours of NIC Argentina, listening to them, helping them out with the registration. That was a process. It was not easy and we can say now that it was successful, but there were some times that were somehow entangled. I will revisit this subject later.

At the agency, we tried to make available positive things for the user. We worked a lot in the first instance on the availability of the service to the user. DNS always had a top up time, but the user management platform had its issues. Actually, today, we are in a number of nights after the [comma] those we are techies will understand that having two or three hour unscheduled crashes for some update is what you would consider successful.

We had a strong effort in the databases losing the [inaudible], having people in there, and companies we made available. The biggest unit of NIC. That is the customer service, because our basic objective is understanding the issues of the customers and users and sorting them out.

We tried to improve our services in the platform. We had publication two or three times a day per area, and now it's every three hours, seven days a week. That is in terms of the area of the signers, entrepreneurs. That was pretty well received because they saw that they have their developments or undertakings faster [inaudible]. More related to so how the impact was, this is an updated.

[Spanish language]. I could spend three hours speaking here. Some of you have had some contact with these milestones. One important milestone was the increase of availability. Last week, we did the first [inaudible] ceremony. We almost burst to tears. Some of the people in charge are here around.

We are including more zones. We belong to the domains world. However, we've taken IPv6 as something that where we want to help foster, and we are generating our own traffic as Internet users. We are trying to transfer this to IPv6. We've improved the dispute system and we're fighting to make it 100% online.

We have a lot of trainings and events for the general public, for the judiciary, a lot for the law enforcement that's [inaudible] benefit where there is a case of child pornography, phishing, etc. Law enforcement sees us as a facilitator of information that we used to be

refused before. We improved user validation. All our processes have become ISO certified. The [recession] of domain names, so as to make our internal structure almost 100% transparent.

And finally, we've done a huge change in the name resolution engineering, including the route L in our data center. We are one of the members of the Anycast as users, showing that the efforts of global cooperation not only makes sense, but also they are easy to attain.

There are lots of people from the technical and [inaudible] legal areas available to supplement our knowledge. On the other hand, we've also increased the hosts in our Anycast global network. I have some other things around, but basically this is what I want to share with you. Thank you very much.

ESTEBAN LESCANO:

Thank you very much, Gabriel. We've completed our agenda. We'll now have time for one or two questions. For the record, please, before you ask questions, say your name, and we will see who would like to ask a question. You can ask any of the speakers that we've had through the LAC Space session.

[ROMINA CABRERA]:

I am [Romina Cabrera] from the [inaudible] in Argentina. I would like to say congratulations to the panel on everything that we've learned from e-commerce and all the new business models on the Internet. My question was something that happened to me. I wanted to share it.

My boyfriend is Greek origin and he does business with other parts of the world and other sectors through the Facebook platform. It's something very nice. He was really afraid, but he got involved and he managed to make multi-cultural connects in terms of all the impact of the new models of the business community.

In terms of the international cooperation and global policies that are coming around, do you believe that the opening up of the Internet and the multi-stakeholder model, and the really new cooperation of all the sectors connect strengthen a business and e-commerce the new business models? Can they be strengthened and even be promoted with the multi-cultural impact of Facebook, the social networks, and the Internet? Thank you.

ESTEBAN LESCOANO:

Thank you very much. From the panel, who would like to answer?

UNIDENTIFIED MALE:

My answer is yes. Definitely. This is why we are here, and we are generating these spaces for participation and to detect where are the opportunities and the challenges that the region has in terms of Internet growth, [broadband] penetration, number of users. And in this particular in terms of the expansion of the industry of the domain names and the DNS, no doubt [inaudible] response.

Just to [complement], we've always thought it was very good to have a space where we could listen to where people from the other areas think about us. What they see as opportunities for us. We can share

with the others when we go out. We'll bring more things from our region, and we like to learn from the others, how they see our region for business. Because even though we are in developing countries, we have large markets to be explored. So the idea of sharing these ideas with friends from other parties of the world was attractive for us.

I would like to mention that we have a full house, more than 100 participants. I love it because, really, I think that we are hitting the right road. We are intertwining our interest with the businesses from other parts of the world. And thank you for your question.

ESTEBAN LESCANO:

One more question for the panel.

JESUS RIVERA:

Good morning. I am Jesus Rivera from Venezuela. [inaudible].ve from Conatal. I would like to thank you for your presentation. The content was really wide in the scope. Considering that I have attended so many meetings in this meeting, it's difficult to attend meetings from of our interest.

I thought that now I can speak with Rodrigo or with any of the representatives of ICANN, of course, but the current balance. Is there a strategic plan for ICANN for 2015 and 2016? What is the status of that strategy plan as to compliance with the Europe data? I think you had five strategic objectives at the level of different areas. I'd like to see how you've been implementing it and what's the current situation to have an overview of that plan. Thank you.

UNIDENTIFIED FEMALE: Would you like to answer, please? Rodrigo would like to answer, please.

RODRIGO DE LA PARRA: Thank you for your question. Tomorrow, we'll hold a specific session for the whole community. You are invited from 9:00 to 11:00, and the different members of the community that are participating in the different projects of the original strategy will be presenting the breakthroughs of projects.

UNIDENTIFIED MALE: Thank you very much for participating in the LAC space. This is our space at the ICANN meeting, so you are always invited to keep participating and proposing topics and issues to deal with. Thank you, all.

[END OF TRANSCRIPTION]