

ICANN

**Moderator: Nathalie Peregrine
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7:30 am CT**

(Kurt): Thank you for coming everybody. This session is the first of what's going to become the Domain Name Association University which is a series of interactive presentations whereby some in the industry that are just starting or in a unique part of the industry to learn from others and gain from their insights discover some best practices, learn what's gone right. Learn what's gone wrong.

And the intent is by sharing information and knowledge to really accelerate the uptake and use of domain names globally and raise the profile of the industry and the success of everybody's business.

And this first one we felt we'd have here in Buenos Aires because we thought it'd be sort of a good session for interactivity.

That is we could have an informal conversation with a number of people who have been at, you know, starting up new domain name registries and registrars who are working for them for over a year now and share those experiences with you.

So what's going to make this successful is for you to ask questions and get further understanding. So with that in mind how many in the room are either work for a registry operator or closely associated with a registry operator that are trying to get going?

So that's really terrific. And are there registrars in the room that are not registry operators? And are there people here for the free donuts?

Man: Free donuts.

(Kurt): Free bagels? So that's really good. So I really - this is a pretty unique opportunity to have these guys in front of you in the room.

If you go to Dan Schindler's office he's got this, you know, 25 cents an hour slot - sign out front and this is essentially free.

So I really thank you guys for donating your time and share your insights. It's really meant to be an informal session.

We have some videos but we have some technical difficulties even though we're supposed to be a technical organization.

So with that I want to introduce not in this order but Christine Cross from GoDaddy is the second from your left, Statton Hammock is second from the right on the side.

Almost in the middle is Judy Song-Marshall from Neustar. And sitting next to her from Neustar and .CO is Crystal Peterson.

The amenable Jeff Sass is sitting between Crystal and Statton. That's the first time I ever said that word successfully in public.

Dan Schindler on the far left from Donuts and finally Jennifer Standiford from Web.com. So those names are in alphabetical order by last name.

And so I don't know exactly how this is going to work because it's sort of an experiment but I really, really encourage you to interrupt with questions.

And if we see things slowing down we will speed things up. But that is a good problem to have. So when these people make comments I - and you don't understand something you'd like to drill down please raise your hand and get that going.

So I think we're going to start with Jeff because he had a couple of slides and that'll kind of seeing some written words will kind of perk the...

Man: (Unintelligible).

(Kurt): ...what?

((Crosstalk))

(Kurt): We're going to start with Dan.

Man: (Unintelligible).

(Kurt): That's (Steve).

Man: That's actually I prefer to present Dan's slides for him.

(Kurt): We're going to start with Dan. So could you bring up Dan slides if it doesn't take too long?

Dan Schindler: Well good morning and welcome to the DNA.University is what I think (Kurt) meant to say.

Okay so good morning. The first thing I would like to encourage folks to do is to look when you get a chance at name.kitchen.

This is a Web site that our marketing team out of Chicago put together with suggestions and tools to do with domain naming.

And there are some examples some of which we may get a chance to show today of domains that have been - of sights that have been built out.

I think, you know, there's no the question what works. And several things work, several things don't work. Some things work better than others.

And we're all I think learning as we go along and then, you know, turning the knobs up or down depending on whether stuff is working or not.

But I think we all agree on one thing and that is that, you know, use begets use. So seeing our new domains and new TLDs out in the wild gives confidence to the market. And I think that's something that we're probably all agree upon.

So that's name.kitchen if you guys get a chance. We feel as part of this use begetting use that promoting actual use out in the world is very important.

And we have been running some initiatives where registrants generally selected at random have been interviewed by us on camera to talk about why they chose the domain name that they chose.

It's called the I am serious. The first one was that clothing or fathom.clothing. And the registrant went on video and said, you know, I am fathom.clothing.

We did Wyoming.fish. And one that we have in this deck -- next slide please - - is driftaway.coffee. So have a look at these. You can see the links as I say. (Kurt) might get a chance to play one or two of these.

And it just is a fantastic perspective of the registrant. Why did he choose or she choose the name that they chose? And it's - this driftaway coffee is very interesting because it's like I wrote the script and handed it to them to read. And I can assure you we absolutely did not. I mean it didn't need editing.

So not all usage is created equally. You know, in an ideal world, you know, the Holy Grail is a global company who advertises on television and everywhere else regularly changing their name or using a new TLD and spending gazillions marketing that and driving awareness. That's the Holy Grail.

You know, the donut model was never predicated on people jumping on a .com and into these new TLD's. It was, you know, about capturing their slice of new registrations.

Of course we are seeing examples of folks that may be moving out of .com because they can find something more meaningful and more applicable in the new TLD space in a name that, you know, resonates with their audience is very important.

You know, Danielschindler.com may have been around for a number of years but nobody would have any idea what I do.

But if I was a photographer and it was Schindler.photography it would be instantly obvious to everybody if they were going to go to that site, you know, what it is that I do.

So, you know, the worst-case scenario of course for registries is the name doesn't get registered. You know, moving up the pecking order and a name gets registered but doesn't get used in any way. It's not used for email. It's - there's no Web site on it. That's obviously not enormously beneficial all the way out to as I say a giant company promoting their name and their product. We noticed recently Generalmotors.green.

You know, I don't think anybody really expects any time soon that General Motors are going to move away from their .com. But they've got an initiative. It fit it very well with .green and they're registering it and they're using it.

We're seeing now some of the brand holders who applied for their TLD. .Barclays, .Marriott's, starting to use their names. And we know that there are going to be plenty of others.

And then we have examples. We have many, many, many examples you would appreciate but I don't want to hog the microphone.

A couple of important ones, Lady Gaga has a very well-known charitable foundation. She moved from her.org to a .foundation and it's called bornthisway.foundation.

Some folks may have seen the trailers for the new Hunger Games movie that's about to be released later this year will be one of the top two or three blockbuster movies globally this year moving to the hungergames.movie.

And, you know, this is so important for us. Again I'm sure one thing we will all agree a rising tide lifts all boats.

So we don't see us ourselves as in competition with our fellow registry applicants but standing shoulder to shoulder to promote and bring awareness to these new TLDs.

Statton Hammock: One of the places you can go to see lots of examples. The DNA launch some of you may have heard of it already a Web site last week called inthewild.domains.

And at inthewild.domains we're trying to collect great examples of domain names used in the wild but examples with the domain name itself adds some creativity or some real value to how it's being used.

So there's some really great examples there of all different domain names of all different extensions from the new domain extensions to country codes, to established domains as well but really creative examples of domains in use.

And it's open for anyone to submit examples there. So as you spot things in the wild it would be great if you could also contribute to inthewild.domains.

((VIDEO))

Woman: (Unintelligible).

Man: (Unintelligible).

Woman: (Unintelligible) and so when (unintelligible).com interfaces no additional .com interfacing (unintelligible) is there's not (unintelligible) .com and doesn't mean anything anyway.

Man: With (unintelligible).

Woman: (Unintelligible).

Man: My name is (unintelligible).

Woman: And we are (unintelligible) .copy.

((END VIDEO))

Dan Schindler: Thank you. So that's one of the in the I Am series that we've been recording. We showed just a part of it today.

Search for it on YouTube and see it in its entirety and it's very cool. And in real-life their actual lips move in time with the words.

So that is an example of inthewild. We've got a more targeted, you know, that was pertained to coffee.

We will show a little bit later another video which is much more of a general awareness education because I think we all agree we're still a long way from the world understanding and knowing that these new TLDs are - that exist.

Man: We can do that now if you want.

I don't think there's any lip-synching here.

So Jeff, go ahead.

Dan Schindler: Yes so just to say this freedom of choice campaign was all about education and awareness. We ran it for two months across 20 or 30 maybe more different digital media from Bloomberg and Forbes and Inc. Magazine, Facebook, et cetera. It was just run in the United States.

During the two month period there were 80 million impressions of this video. But there were three versions - a 15 second, a 30 second and a 60 second.

And by the end of the campaign 50 million Americans unique visitors had seen this video in its entirety. And we're considering whether we'll do something like this in other, you know, geographies.

Man: So Dan what's the process you're going through as a company when you're, you know, deciding to work with registrants seeking a registrant to make the coffee video or even tougher, you know, to make the investment to create that video and how to invest in publicizing it, you know, through channels?

Dan Schindler: Yes so, you know, our position is that maybe a little bit different as a portfolio player and, you know, very fortunate position to have the resources that we do.

So we have built a marketing team now five folks in Chicago who have been in, you know, different marketing roles at different organizations outside of the domain name industry.

And, you know, every industry suffers I think with tunnel vision. We've made a conscious decision to bring in folks from outside of the space who think like the man in the street.

And so this was a simple case of looking through our zone files, looking at names that have been registered and for which Web site it has been built and just reaching out to them and saying hey look, we're the registry. We own this top level domain.

You obviously found cause to register in it. Can we come and talk to you? We might want to video the conversation? And it's a simple is that. It's been well-received.

You know, we've done three so far. I really like two of them. One of them I don't like at all. Your work which one yourselves maybe you've got a different opinion.

But it's just about, you know, letting potential applicants know that new TLDs exist and that they're a trusted place to go. They work in the same way as all existing TLDs and, you know, give it a try.

Richard Merdinger: Hey Dan, hi Rich Merdinger with GoDaddy. And I am also the Vice Chair of the Domain Name Association. This is the DNA universe - .University did you say Dan?

Dan Schindler: I did.

Richard Merdinger: Anyway, okay well one of the things that jumped out at me right away this morning was you showed us your name.kitchen.

And Jeff Sass was able to - which is specific to Donuts. And Jeff Sass immediately was able to talk about something that is complementary inthewild.demands that is industry focused.

And how do you see a mark - in the marketing that Donuts is going to be doing dovetail for the ex-TLDs that you have, ex plus one now all of a sudden right?

Anyway for your TLDs that are very focused on self-serving in a good way how do you see that dovetailing towards the DNA in the industry efforts so that possibly those without the resources will see the tide rise as well and new complementary efforts that fit into the broader picture?

Dan Schindler: Yes that's a great question. And, you know, the resources we have may be considerable. But they're still a drop in the ocean when you're trying to educate the planet about something that they weren't aware of before.

And, you know, we've had discussions and will continue to. And it's an open invitation to other registries that may want to join, you know, up with us and join the bandwagon of, you know, doing a campaign.

You know, from our point of view actually name.kitchen is not just about donuts TLDs. It does have other examples of stuff in there.

You know, what Jeff and Colin and the team at .club have been doing for their so passionately and effectively for their one TLD is to everyone's betterment. I think the same thing applies when we go out and do a campaign.

You know, the world doesn't care or know who Donuts are. We don't promote donuts. It's - it happens to be, you know, .coffee but it could be .club or could be .law. It doesn't matter.

When the world sees that it doesn't have to end .com then that's when that hopefully that avalanche starts to begin. That's the primary driver behind .movie.

You know, I personally went and met with a number of very senior executives at the Hollywood movie studios to talk about .movie. They're all over it. I mean they just can't wait to get it.

In many cases the .com has gone anyway because the book came out first and the name was registered a long time ago and they don't need 16 characters with two hyphens and the movie and the name before .com so it made complete sense for them to do it.

Do I think that they are going to be millions of names in the .movie zone file for everyday registrants? No I don't.

But when the world goes to see as they did the Jurassic Park new movie and the trailer was there, the Hunger Games .movie then, you know, I think that will start to resonate with people.

So I think collectively (Rich) is what we all need to shoulder to shoulder promote these TLDs, not be too hung up about what's ours and not ours but, you know, the rising tide.

Statton Hammock: Yes I think what Dan is doing and what Donuts is doing with this freedom of choice idea is really important because that's what everyone of us who is operating a registry for a domain extension is offering a choice right?

Each of our extensions is an opportunity for someone who is looking for a domain name to find a domain name that resonates with them that expresses what they want their Web site of the online presence to express.

And so that notion of choice is something that benefits everyone here from the registrar side to the registry side and ultimately to the end user.

Because someone who's coming to the Internet anew with a new idea looking for a domain name now has many opportunities to find a domain name that actually serves their purpose best.

And that's really what the underlying message for all of us is and should be.

(Peter): I can ask the next question, (Peter) Dingo, (trash). Dan and a question for the others, what you're talking about is marketing into what is really one of the toughest markets. And we saw that in the development of the new gTLD program that's this incredible dominance in the United States of .com right?

What you're tackling is really difficult. It's quite clear in a whole lot of other markets for example, you know, where I come from at .NZ that consumers are quite used to this concept of choice if they are in Australia and Singapore and many other places because people already have a .NZ or a .com .au or .sg or a .com.

And so I'm interested in why you - I mean I actually love the work. I think it's fantastic. Did you - why are you all tackling what is effectively the hardest market?

Is it because it's the biggest market? And have you looked at running and what the impact of this is in, you know, Canada or Australia or other places where there isn't at this incredible mindset that the Internet is .com?

Dan Schindler: Yes.

(Peter): I would love to hear from the others about where they're targeting they're trying to take advantage of where sort of the choices are a bit more obvious and a bit easier. Thank you.

Dan Schindler: Well I'll jump in first if you like. It's an excellent point. You know, 38% of donuts registrations are numbering I mean about 1.6 million right now are done in the United States. So 62% are not. So it's an excellent point.

From our perspective we're cutting our teeth. Our marketing team has needed a space. Our connections are in the United States. We're going to make a start.

And preparing something in English which we could then very easily without, you know, translation issues push through the UK, the Commonwealth countries and India is something that we're looking to do.

We're just - it's a starting place for us but it's a well-made point (Peter).

Christine Cross: I'd like to jump in from the registrar side of things. So at GoDaddy when we think about the question that you posed in particular because we have customers coming to us every day looking for their identity and so the goal at

GoDaddy is not necessarily to take the pie and shift the pieces of the pie around and cannibalize each other. The goal for us is to grow the pie.

And so the enormous challenge that we have right now is certainly making sure that what we serve up to the customer is relevant to them.

And then that we weave together the value that encourages them to have multiple domains that speak to their purpose or their purposes so that we can grow the pie.

And so related to that for us is thinking about the product and thinking about the customer and thinking about the domain industry in ways that we can encourage alternative uses for domains.

Because I think if we stay stuck in a person needs one domain we're going to have a lot of cannibalization and movement in the pie. And that's not what were interested in.

We think that the traditional legacy TLDs as well as the new gTLDs have enormous value but we have a lot of work to do to take us from where we are today and move us into that space where we're all growing and we're all seeing this next generation and use a domains as valuable for customer.

Because for GoDaddy that's what drives what we do every day and that's who we focus on in terms of how we bring value to them through an online identity.

And so we try to think about it from those multiple angles. And I think we've seen some things we've done enormously successful.

I think GoDaddy has done more right than they've have done wrong. But I also think we have a tremendous amount to learn so that's how I would answer your question.

Man: And Christine do you work with registries at all and educate them into that message or how they can, how they could tailor their messaging in order to grow the pie instead of move it around?

Christine Cross: You know, I to, you know, to answer sort of the question we started this with in terms of how - what has been successful and how do we work with registries and again when I think of registry I know this session is about new gTLDs. But this is a method that applies to registry legacy and new is a - I think is a relevant conversation that we all need to be having.

So we absolutely encourage our registry partners when we're doing either a launch of a TLD or a required change to a legacy partner it all starts with us again with our customers.

So what is the experience that the customer is going to have with your product and how are you making it such that that customer can easily integrate or use your product?

And so if there is friction or if there are ways in which the customer using multiple TLDs is difficult that is pretty much, that's the conversation in terms of a lot of growth and use.

And so we are certainly working with our registry partners as we think about marketing their TLD to think about both domestic and international growth and how that looks different as well as again how alternative use of domains benefit our customer base?

And for GoDaddy our customer base is, you know, the 28 million small businesses. And when we say small we mean less than five employees for us.

And so that's a very different customer than some of our registrar our colleagues have where they're focused more on grant protection and some of those kinds of things.

So for us we try to start with just the customer and the product focus and make sure that we're thinking about how we innovate and grow as opposed to just duking it out, you know...

Man: Yes.

Christine Cross: ...between each other -- not really going to get us anywhere.

Man: Got it.

Man: I want to underscore what you're saying there Christine which is rethinking about domain names and what they are.

And I think at right side we're not to try to tackle.com. We want to educate people on what domain names can do. I was explaining to outside counsel who called me and they represented a big brand client and they said they don't get it. They don't understand why they should get any domain names or apply for their own or whatever.

And I explained it to them this way. I said back in the late 80s and 90s Web 1.0 needed a domain name as an addressee so you can have an online presence.

You built a Web site on that address and you directed traffic there and you provided information and news or sold products in e-commerce or whatever.

Web 2.0 is you have multiple Web presences. Everybody in this room has multiple Web presences. They're on platforms like LinkedIn, and Facebook and Twitter and your homepage right? So now you've got multiple presences.

Well domain names now in 3.0 is how I explained it is taking control of those presences. Instead of being beholden to a YouTube channel you get a .video domain name and you build your own, you point it there or you build your own video site right?

And you use those tools in different ways. You use branded navigational tools for whatever your business is doing.

If it's doing community service you get a .charity or a .gives or something like that. If you're running, you know, a social site, you know, an aggregate site where all you - you drive all your customers and clients to converse on social media you might use a .social.

For specific campaigns you might use specific domain names. McDonald's in Austria just adopted Bigmac.rocks as a campaign to promote Big Mac and Big Mac usage usage, Usage? Big Mac consumption, Big Mac consumption in Austria.

So these - it just - it - creatively using the tools now that are more specific more relevant more personal than other top level domain names.

Man: Along those lines too domain extensions that have meaning can be used as shortcuts. In many ways like a QR code but even better.

Because if you look at a QR code it's a bunch of dots. You don't have any indication of what it's going to lead you to when you scan it.

But if I look at a domain name and it says brand-name.app I have a pretty good idea that when I click on that link it's going to take me to that mobile app for that brand.

So there's an opportunity to use domain names as shortcuts as deep links into different aspects of your business especially the ones that have meaning like that.

(Jodee Rich): Hi. It's (Jodee Rich) from .CO on People Browser. So first of all I'd like to congratulate the panel and the industry on doing an absolutely fantastic job on messaging.

I love what Dan's doing. I love what Jeff's doing, I love what (Simon) and (Kurt) incurred are doing. I think that from a messaging point of view we've really got it right.

That's half of the story. The other half of the story is frequency distribution. And I think we've done an absolutely appalling job at getting the message out into the consumer market.

And I don't think it is anyone's fault. I think we just don't have the money collectively.

And what I don't understand is why we are not screaming at the top of our voices at ICANN at the huge amount of money that they've collected.

I don't understand why Donuts isn't absolutely going crazy. I know that if I had bought 100 or so of these things at \$180,000 a shot and I gave it to a nice institution who is not spending it on helping me be successful I would be going out of my mind.

And I, you know, maybe Dan is he's such a nice guy he's not showing us.

So, you know, my question to these guys is how do we do a much better job getting some of our money back from ICANN? That's A.

And then B, the other thing I think we need to do much better is somehow figure out how to overcome the extraordinary momentum that VeriSign has with the major registrars who really are in this market because it just deeply depresses me when I go to, you know, the big registrar sites and do a search and still just have .com pushed in my face.

So I think we've got to solve those two problems. And I would love to hear from the group here how we solve that first because I think the messaging problem is fixed.

I don't need to see another video. I don't need to see any more things. Yes.

Jennifer Standiford: Thanks (Jodee), Jennifer Standiford, Web.com. I think the - in reality the message is is that general awareness is still thin right? And there's a sense of urgency to ensure the registrars work in conjunction with registries to get the brand awareness out there.

There's some controversy as to whether ICANN it's within their remit to make - bring awareness to TLDs.

So I think it's upon the industry as a whole through the DNA and relationships between the register and registrars at the end of the day.

But speaking from a publicly traded company that services 3 million small businesses now I'm worried about getting the messaging out to James' Bagel Shop that comes in and wants to register into a domain name and she's worried about how her flowers come in - coming in the next day.

And I need to explain a message to her in 20 seconds or less so why she needs to get a .shop versus, you know, a .com or .net.

So it's going to continue to be a struggle within the industry as we look to what TLDs are relevant. You know, I'm all about pushing new TLDs because I'm 100% behind it. But it - from my standpoint it also has to convert.

And I've got to be accountable to our shareholders to ensure that the domain names that we're presenting are relevant, they're in a bundled format earlier to Christine's point and they're attached in (mass) services that make sense to Jane and her bagel shop.

Man: So to a certain extent that's a long-term play right? You're making - by pushing them you're making an investment in the future where...

Jennifer Standiford: Right.

Man: ...when it explodes...

Jennifer Standiford: Yes.

Man: ...and we want to accelerate that or accelerate that timeline.

Jennifer Standiford: Well that and just having the awareness around the customer who they are, when they come to us, prior to login what to present to them. It's all around the data that we can receive on that customer and know how to present products to them that are relevant and to ensure that we have the right mechanism for the cross sell up sell.

Man: So Judy maybe you could give us some perspective at this point between managing a legacy TLD right that's been around and versus the new ones and how you're doing that balancing with registrars and with the public?

Judy Song-Marshall: So Crystal and - can you guys hear us okay?

Man: Yes.

Judy Song-Marshall: So Crystal and I were just talking. And I think that there's a couple of - I think that - I think there are a couple things we want to do.

I think we want to address first of all the new registries on how we launch .NYC just really quickly because it's important for you guys to know how we did that from a product perspective because we believe that launching your new TLD as a new product is really important.

And then from there I think year one on seeing how .co has been successful is really important. And for .nyc we were building on a beautiful brand already. I mean the city of New York is amazing. Not, you know, everyone understands

NYC. So with that we understand that this different from a lot of your new TLDs.

But what we did was we developed personas and audiences. And we really think that's critical like with any product launch.

And from there we developed messaging to be able to tell our story and what it really means to own it. And that is our tagline for .nyc.

And from that - from there we did what a lot of people were doing here which is leveraging our advocates and our influencers.

And from there, you know, that's where we got just like our Bigmac.rocks for example. And we were able to have our - we use our sounders to be our advocates out there in the industry.

And from there we drove sales. And that's where we are today with our 78,000.

Woman: Eighty.

Judy Song-Marshall: Eighty no, 80,000 registrations.

And what we wanted to make sure was even though we did a multimillion dollar campaign in the fall with the city of New York behind us and the advertising agency that runs tourism today what we're doing today is not a multimillion dollar campaign. And we're running a lot of social and we're working with our registrar and reseller partners.

And we're doing things that are driving the sales. And it's working every single day. And we know that you guys that might not have the same funding we have can be truly successful.

And that's what we want to talk about versus and that's where we want to emphasize versus the multimillion dollar campaign that we did.

And we're happy to talk to you guys off-line about those types of campaigns versus, you know, the millions of dollars that we spend on the billboards that were out there and the mass media that we did.

Because, you know, it's open and we're happy to talk to each and every one of you. Just come talk to us afterwards and we'll set up times.

But I think what's important is too we do want to share insights. And Crystal's going to talk about that about what works and what didn't work and then also all about .co and what's happening from year one out.

Crystal Peterson: So from a .nyc perspective some of the things that worked and didn't work, you know, just kind of delving into, you know, some tactics versus a high level.

But from our perspective having a heavy an emphasis on sunrise in the market and the way we - launches are happening all of the time having that much of a heavy emphasis wasn't...

((Crosstalk))

Man: I asked him to turn it off.

Crystal Peterson: Sorry.

Man: He'll probably turn it off.

Crystal Peterson: Is this better?

Man: Yes.

Crystal Peterson: Perfect. So having that heavy emphasis on sunrise didn't necessarily work as well. Also .nyc had a 60 day land rush.

There were some timing issues of why we took it to 60 days. Land rush for us started in August. In August typically New Yorkers are not in their city. They are vacationing.

So we said okay what we need to take that out to another 30 days in order to make sure that the New Yorkers are in the city in order to be able to register.

Obviously you can register wherever. But as part of the brand campaign we wanted to be able to see .nyc in order to acquire their .nyc.

In retrospect potentially that 60 days just lengthened something that didn't need to be there. So, you know, when you're looking at launch plans for those of you that haven't launched yet looking at those types of timelines and, you know, kind of deemphasizing there and getting to launch.

I know some of the other registry partners here at the table have had shorter experiences of those and I think they've been working well.

I want to switch over a little bit to .co and also hone back in on something that (Peter) had asked before about marketing into the largest market versus other places and why that was chosen.

So with the .co launch we were not only launching a new product -- .co had never been in the market before -- but we were also rebranding.

It's a different prospect and in some ways I believe a little bit harder because we had the country of Columbia's ccTLD, their beautiful precious product.

And we were not only saying that this is not that it's not Columbia but this is more than Columbia. And then now we're also marketing to the world.

So we did have the opportunity to be able to launch in not as much noise which was wonderful. But one of the reasons that we honed in on the United States was that market doesn't - does not see ccTLDs first.

So some of the other markets, you know, we would go in there like while it's Columbia but then you're also branding as such where as in the United States we were able to say .co can represent company, .co, you know, represents something that you want to do online.

Not to overtake that, because a lot of our messaging and marketing went to, you know, as is Statton had said, you know, social, small and mobile being able to add this to your portfolio to do something additional to your Web site.

Then we honed in on to the startup market where if you're not able to find the name you want .co is the place to be, not because you're going to switch over but because if you can't find anything you want you're not buying something so now you need to buy a .co.

So from that aspect we wanted to concentrate on the US market in order to help get the message out there that .co is for startups, .co is for company .co is not necessarily only Columbia.

So that then as we start to expand out into other regions in other markets that message is already there. So the .co is Columbia first and company second was not as heavy for us.

Five years later we're still going strong, 1.8 million domains. And we're still heavily focused on that message which is one of the things I'd say was a success.

We want - we didn't let our message diversify. It's still the same message. And now we have the opportunity of the DNA where we did not have that when we were launching.

But, you know, having the DNA also having marketing out there about extra extensions I think just helps.

Man: Dan?

Dan Schindler: Yes just to respond to Judy's couple of points, there are several beneficiaries to this program. And our regulator is one of them. So, you know, we'd obviously like to see the betterment of new TLDs and the money being used wisely.

There are more diplomatic folks in my organization to handle that than me. And some of them are in this room and they want me talking about that.

One thing that I think is interesting, I asked our CMO, you know, if you had one golden rule about marketing, you know, and getting the message out what would it be? Because we know it's extraordinarily expensive.

You know, we're spending an enormous multi, multi millions. It's a drop in the ocean which is why we all have to stand shoulder to shoulder.

But he said you need to spend at least ten times in broadcast what you're spending in production and it's not easy to do. So, you know, I think that's one point.

The other thing of course is, you know, you mentioned about com being thrust in your face. You know, I share that sentiment.

You know, but we - we're in a situation now where, you know, the new program is here in no small part because of the success of .com and, you know, and 120 odd million names in the zone file and that's why one of the reasons why the namespace has been opened up.

So it - the registrars, the retail registrars have not proven in many cases to be experts in retail because they haven't had to merchandise before. There's just been a few products.

And retailing as I know from my past lives is primarily about merchandising. Now we've got hundreds, many, many hundreds of products and, you know, it's a challenge.

I certainly want to see the consumer presented with a variety of relevant choices. And there are plenty of people in the room that have heard me go on for years about presentment and name suggestion.

And that's - it's still early days. We still all got tremendous strides to make in terms of retailing, presentment search, marketing, awareness, education and targeting specific audiences.

You know, we've broken our marketing down into general awareness and then more co-marketing with our partners to attract and appeal to specific demographics, specific audiences, verticals or even just one specific TLD like photography.

Christine Cross: I think Rich and I are probably going to want to dovetail this a little bit together but I - this is partially in response to...

Richard Merdinger: Uh-oh, I'm in trouble.

Christine Cross: ...your first point (unintelligible) in response. No I mean I think that both registries and registrars need to be rooted in reality.

And I find one of the biggest gaps that we having conversations with our registry partners is that, you know, they're not looking at the data or they're not looking at it honestly in terms of preregistration or GA.

And then they're coming to GoDaddy and essentially saying look we're not appearing in the number one spot.

And so when you think about again GoDaddy -- and from our perspective I don't want to speak for (Jen) or any other registrar in the room -- but when you think about our perspective there is only one number one spot. There only is one.

And there's only, you know, the above the fold there's only so many. And so what is always going to win in our case is the customer.

And customer affinity is an extremely large part of what drives call it smart search, call it search and presentment, call it whatever you want.

And so we have an enormous amount of work to do again as an industry in how we not try to duke it out in terms of cannibalizing each other but how we merchandise in such a way that we serve our customer best.

And so do I think again that GoDaddy has everything nailed and is perfect? No. But do I think registries have an unreasonable expectation in some cases with regard to what it takes for everything that is behind search and presentment, absolutely.

And so I guess the message I have is that let's be rooted in reality in terms of where we are in the lifecycle of the new gTLD program, where registrars are in terms of our maturity as a relates to certain - excuse me serving our customers.

But I softball it over to my colleague here because I think you have more you want to say.

Richard Merdinger: Hi, yes. Basically first of all I agree with everything you said Christine.

And to add to that what I wanted to ask Dan was given the size of the pie and the idea that you want to be - you want your products to be merchandized and into the hands of the customers what are registries doing to make it desirable for registrants to want to have two pieces of pie?

What as opposed to your pie as opposed to his pie, excuse me, by more domains essentially? Why do they need more than one? What are you doing tangibly to support that?

Dan Schindler: This is such a huge topic right so I'll just try and keep it concise.

Richard Merdinger: (Unintelligible).

Dan Schindler: I think what we're doing as an industry is providing meaningful alternatives and choice.

I think Statton said earlier about it's not just about one domain anymore. It's about bundling domains together using names for different initiatives and not necessarily asking people to rebrand where they may have spent gazillions building their brand for many, many years.

So it's about providing that choice. And it's not about us competing. I really believe that the long term value of a registrant is when he has the name that's most appropriate for him.

Now that may be a Donuts name. It may not be a Donuts name. It really doesn't honestly doesn't matter to me. I've been saying that consistently.

It's about the best usage. Now there are registrars that have said to me Dan that it doesn't matter which domain we sell as long as we sell a domain.

I categorically disagree with that. That is, you know, someone who's been in an off-line world for a long time I want to market something that I'm proud of that I feel attached to and that most importantly resonates with my audience.

So it's not just about any domain. It's about getting the right domain or bundle of domains. And that's the important thing.

Richard Merdinger: I appreciate that. Well, I am picking on Dan though. No, to the whole panel, thank you for that.

You used the word alternative. A I mean you're not - what the question is about to the panel how do we provide value in the domain breadth that we have available to us now such that individuals will not want to buy one or the other but will have a valuable experience out of their what I refer as his Web of identity period? It's a question mark, sorry.

Woman: I...

Man: I don't pick.

Richard Merdinger: I don't pick people to speak. You guys fight it out.

Woman: Okay.

Woman: Okay. Yes.

Crystal Peterson: I was going to say I have some comments in there. If we take out of the domain name industry and we go into the grocery store industry looking at our domain names say as bread right it's my belief and it's our belief at Neustar that it's our job as a registry to help drive that traffic to Safeway or whatever grocery store around here is.

And when you get into that store you go and you buy cinnamon bread for breakfast. But you also have to pick up the hot dog buns and the hamburger buns and you might pick up dinner rolls for dinner.

So you're not going in and if you only had dinner rolls available you wouldn't be getting everything that you wanted.

But it's all of our jobs so I'm not looking at Safeway saying well if Safeway doesn't do their job well then my bread doesn't get sold. It's my job to help drive the traffic in. Is that expensive, yes.

But that's where some of the collective happens because if I don't know, if another type of bread -- I can't think of another type of bread.

But if another type of bread starts advertising that helps to get that audience's mind on bread. And so when they go into the store they may have actually wanted cinnamon bread but it helps to sell the bread.

Woman: Potato bread.

Crystal Peterson: Potato bread, thank you. So I - so again I'm kind of agreeing with you. I think it's all of our collective efforts. It's not just our distribution channel. It's not just our responsibility. It's all of our responsibility.

Of course when you get into that store looking at placement, looking at billboards, looking at this or looking at that but, you know, being able to help drive that demand and not just relying on one source to help get those customers but it's about giving those customers choice. And somebody else's marketing will help sell our product.

Judy Song-Marshall: Thanks Crystal. Let's just not forget it was less than a year ago that I think (Rich) and I were on a panel together and we were saying, you know, we're loading hundreds of products on a weekly basis around new top-level domains.

And let us bring them on board in a consistent manner hopefully to adopt, present to our audience.

Now we're, you know, reaching a new phase of this process which is let's continue to test and target and refine our processes so we can find cost effective ways to bring awareness to our registrants through partnerships with the registries as well as the registrars.

So, you know, it's been a sprint for all of us to get to this point. And I think we've reached a level where we can focus in and get - we've gained further knowledge and data that'll help us become smarter in our ways to promote domain names through bundles, through targeted audiences.

So I just want to make sure that we acknowledge what we have done in order to get to where we are. And understanding that we'll continue to fine-tune and become much more subject matter experts going forward as to how to best service our customers.

Richard Merdinger: Thanks. And I know I'm not on the panel so I'll stop after this one okay? But basic something you said Crystal really resonated with me and regarding the breadth.

And that is there is an invented construct of breakfast, lunch and dinner that requires three discrete types of bread. What is the invented construct that makes it so that we require three different domain names?

That's what we're looking for. We need a reason, not just availability. We need a reason. And, you know...

Christine Cross: That was...

Richard Merdinger: ...and, you know, we want to help provide that with you guys.

Man: Right. But...

Christine Cross: That was the comment earlier about alternative uses of domains and thinking in - thinking about this in a larger view in which is again there will be some cannibalization. It's inevitable. I get it.

But how do we as an industry -- whatever side you're sitting on -- consultants, registrar, registry -- how do we work together to build that construct and bring awareness such that we all grow together and we all serve the customer whether it's a brand older or an individual or small business -- doesn't matter.

How are we doing that such that it is growing the pie together?

Jeff Sass: You know, there's not going to be a one-size-fits-all answer because all domain names are not created equal. Their each extension has different meanings, different opportunities, different verticals it speaks to.

And I think, you know, we haven't talked a lot about blocking and tackling. But as a registry or registry operator there's a lot of basic blocking and tackling that has to be done as well as brand building because as Crystal and Judy said we are launching a product. Every one of our extensions in my case only one, in Dan's case hundreds, but every extension is a product.

And in launching a product there's some basic things that we have to do to support our distribution channel.

One thing, one challenge ever registry operator has is we don't sell anything right?

We have to go through our distribution channel. We have to go through our registrar partners to sell. So we need to do basic things to support them, to make it easier to tell the story.

We need to understand who is the target market for our particular extension and what is the story that is going to attract those people to it so that when they do go to a registrar they'll be aware of it. They'll ask for it.

So someone is a photographer they'll know that, you know, what about .photography? And they'll search for it or they'll look for it.

So it has to go both ways. There has to be push and pull. You know, there's going to be pull on the registrar side. When they go there they enter in a storefront. They're going to be presented with opportunities.

But there has to be push on the registry side to get them to go there and to know what they're looking for. And as everyone has said this is the very beginning and it's a long process.

But there is basic, you know, launching a product 101 kind of stuff that we all need to do to help support the channel.

Man:

So Jeff...

Jeff Sass: Yes?

Man: ...Dan said that broadcasted ten times production. And in your case having one extension instead of hundreds your production has been on a plane attending hundreds and hundreds of sessions all over the world.

And I'd like you to comment on the effectiveness of that kind of push kind of marketing where you're actually going out to different events talking and how you identify where there's good payback and where there hasn't been...

Jeff Sass: Well I can tell you it's very hard to scale in traveling around the world and talking to people.

But, you know, the thing is word spreads. We live in an age now where everyone literally has the opportunity to be a broadcaster to be an influencer to spread the word.

So you never know who you're going to talk to and set that light bulb off where they get it and how that one individual whether it's a person or a business may be in a position to spread that word and share that information.

So it is important to just talk to as many people as possible and get the story out there, you know, not just the story about .club specifically but the story about the opportunity with domain names in general.

And it has been effective. And there aren't a lot of instances where, you know, you could see, you know, I was - I spoke at a conference recently where in the session someone started registering names because they had never heard of .club before.

And the question and answer again they said I never heard of .club before but while we've been sitting here I just registered, you know, a bunch of names and had some questions. So I could say that that speech generated about \$40 in revenue.

So it does work, a little bit hard to scale but what we do have to spread, we have to spread the word.

And again it influences exactly. So, you know, there are lots of challenges at both ends little things and big things. And you never know what little thing turns into a big thing so it's important to just do it all.

Man: Thinking about (Rich)'s question in the bread and the constructs one of the things we haven't talked about -- and I know some registries are doing this -- certainly we are -- is looking beyond the industry to sell the domain names.

So I- and that means not registers, you know, the traditional method but finding the market, the people that work with those markets.

So we did a deal with TuneCore which is a big music platform. It provides domain names and what - provides platforms for musicians to load music and video and whatever. If you're a musician you know TuneCore.

So for a .van and a .rocks we did a deal with them where they're already, people are ready going to the grocery store knowing that they need multiple things in order to promote their artistry right?

So you give TuneCore another tool to give to, you know, the bands and the artists to use and tell them how to do it.

And the other thing is we tell them how to do it and then make it easy for them to do it. So we give them the tool to say if you click on this your domain name will now point to your YouTube channel. If you click on this it will now point to, you know, your music campaign or your concert tour, promotion schedule or whatever right?

One click and now you've got a branded navigational tool that does something for you immediately.

And we tell them that at the point of sale so that they know, oh okay, I can use this domain name for that. I can point this to my LinkedIn page or Facebook page for artist and musicians.

I can point with one click to my sound cloud page where, you know, all of my music is available for download for people.

So it's going to people who have already penetrated the market among the consumers and giving them a domain name as a tool that they can now provide to their customers.

(Jerry): So can I just jump in? I feel like this has been a very nice discussion. And I think we all like each other here and we all want to be nice because we see each other three times a year and we bump each other - bump into each other at parties and everything and it's all pretty cool.

But I think we're dancing around the issues. The first problem is ICANN is the regulator and also our sponsor. So we can't whack them around the head too much to get money out of them because they're also our regulator.

So it's unlikely that we'll ever get any money out of ICANN. So, you know, strike one off the list. The second issue is I think the distribution channel is broken.

I think the distribution channel is broken because the registrars are fed by .com if not by the install base by huge amounts of marketing funds which push .com still to the very top of search results.

And then the other thing is, you know, the other thing is the channel is broken because registrars make so much money out of bundling.

And, you know, (Jen) talks about being a public company. And we know GoDaddy just went public which is wonderful. If you look at their IPO documents you'll see that they make a lot of money out of bundling.

So, you know, when someone says to me, "Oh, (Jerry) you need to be realistic as a registry," it's like well yes I am realistic. But what I expect is when someone puts best books or best magazines into a registrar search engine I expect a best TLD to come up. That's all I expect. And I don't think that's unrealistic at all.

So now back to someone's point about we need new channels, we absolutely need new channels. And we need the registrars in the room here to make a long-term decision which is at the end of the day GoDaddy and Wave and other people will make more money if there's huge diversity in the market and we move from being so dependent on .com.

Christine Cross: I just want to respond to that comment. In talking about MDF funding coming from legacy registries I mean I think that's kind of in the past.

I mean I don't think we're being driven by that sort of mechanism. What we're really focusing in on is how to best serve the customer.

And one of the ways to best serve the customer is to bundle it with other vast services because as I've seen in 15 years of being in this industry there's with the stickiness factor of the vast services associated to any TLD you're going to get a renewal.

So in that aspect you need - we all need that renewal number. We need that renewal rate. And the best way to present, you know, a turnkey solution that Statton was referring to outside of registrar space - and I applaud registries going outside of the registrar space to help build the brand and awareness and create new channels to access consumers is - but I respect respectfully disagree with registrars presenting a TLD as part of a bundle to focus on, you know, the increase to revenue.

We're focusing on it because we want to get the renewal to the domain.

Dan Schindler: Thanks. (Peter) didn't get trashed again. If I could just remind people about the extraordinary probably the most difficult thing about getting this whole thing started was the - and the most time-consuming most expensive fight we had was the registry registrar vertical integration discussion.

So as we're talking of about markets what about internally? Has that made any difference their debate and their eventual decision to allow effectively vertical integration?

Has that made any difference to any of you in the way you're going about them? Because we're still talking it seems to me very clearly about people

who are registries and registrars. And this discussion that we just had is, you know, sort of focusing on the differences between them.

Is there any ability, is there any advantage, are any of you taking an advantage of the, particularly the new rule and particularly Statton because you probably got...

Statton Hammock: I'm the only vertically integrated registry and registrars so I guess I take that one. The answer is yes not surprising right?

So our retail registrar name .com is - focuses a lot on new gTLDs and focused a lot on promoting our own TLDs. It's not a surprise right?

So if we can sell our own TLDs through our own registrar channel then obviously we can, you know, get the economic benefit that that has. So it shouldn't come as any surprises that we're trying to maximize the benefit that that - that a vertically integrated registry registrar has.

But at the end of the day name .com is also operates like any other of our registrar in that, you know, whatever their as Jennifer said whatever the customer is looking for and best suits their needs is what name .com will prevent or present to them and try to help them achieve.

And whatever that name is is whatever name that - whatever name that a customer wants is what name we'll deliver to them. I think that answers your question.

Man: Yes.

Dan Schindler: Well I would just - I get a sense that we're coming to the end of the session. I just wanted to finish off by saying from my perspective I don't want to give a sense of negativity.

We certainly haven't achieved the objective whatever that may be. We've got a long path and it's a learning curve.

But I want to leave on a positive note and that, you know, more than 6 million names have been registered.

Registrars have had to complete a monumental task of on boarding hundreds of - more than hundreds of new top-level domains and everything is going great guns.

So I don't want to really give the impression that well, we need to do this and we need to do that. We do but it's not negative. We're learning each day. We're getting better each day and, you know, thousands of names have been registered while we've been sitting there.

Judy Song-Marshall: Right. And from a DNA perspective, you know, we're here to help you and educate you and work with you. So all of us here if you need anything from us just like Crystal and I said we're here to specifically help with your marketing needs and share insights with you.

Man: Is that it? I'd really like to thank the panel very much and the audience. You did a great job. I think was a terrific session and a good step.

END