HYDERABAD – ccNSO Members Meeting - Day 2 - (pt 3)
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UNIDENTIFIED MALE: [inaudible] training. We do that on a regular basis and we're still looking for partners for that training. So we got good support, especially technical support, from some of our members: Peter Cox, for instance, who we all know and [Rahm Hanes] from DNS Belgium are people on which we rely to make sure that we translate the messages accurately for the legislators.

But we're still looking for partners globally, people that already have segments that we could integrate in our courses and we would be very happy to share what we have. These were my three updates. Thank you so much.

LEONID TODOROV: Thank you. Less than four minutes of glory. Andres, please.

ANDRES PIAZZA: Thank you very much, Leonid. My name is Andres Piazza, I'm the manager of LACTLD and the regional organization for Latin America and the Caribbean.

In this last month, we have done several activities and the more important have to do with we have signed an MoU with ICANN. That MoU reflects the corporation that we already had and the intentions that we have with ICANN to strengthen this corporation.

There is a publication, a short magazine, in one of the tables there that highlights also this event and some others. For example, other thing that stands out for this last months of our organization has to do with a study that has been published. It's called the LAC DNS Marketplace Study. It was requested for ICANN and there was a consortium of organizations where we were part of that consortium that posted that study for public comments and the final version of the study will be available soon.

Another thing, we had several activities. Two of our workshops were done in the last couple of months and we also had, in Santo Domingo and in Puerto Rico, we also had our General Assembly in Puerto Rico a couple of weeks ago. Our budget was defined and adopted for 2017 period.

Also, we had another activity together which centered on the [inaudible] registry, Washington D.C. The reflection of those activities are on our websites, not only LACTLD but also our [parent] websites.

And regarding the budget [inaudible], it's important to consider that our strategic plan has been adopted in less than a year ago and we have also this [plate of] resources to implement that strategic plan. So we are on that path, on that way.

Also, to [consolidate] on our team, we also hired another person so we are three now. These three people that are part of the LACTLD staff have been hired this year, in the last couple of months and we have this challenge of our [inaudible] team, how to catch up with the activities of our organization and the strategic plan that we have ahead. But we are trying to, we are growing little by little, not only in budget and size, but also in the things that we are going to do and we are also trying to work with our colleagues, with our sister organizations in order to know how to implement our own corporation. So I will stop with that. Thank you, Leonid.

LEONID TODOROV: So my fellow general managers graciously left me more time to speak, but I wouldn't really reap that benefit and I will try to package everything in four minutes.

So my name is Leonid Todorov and I am General Manager of Asia Pacific Top-Level Domain Name Association. And recently, we have seen quite a number of positive developments on different fronts, so I will be really, really quick with that.

Well, we are growing at the rate of three members a year, so we are now 54 members, 42 full members and 12 associate members. We are trying to regain, to help our members regain, confidence in usefulness of APTLD as the regional platform for capacity building and for meaningful dialogue on ccTLD related issues.

The recent conference we have – it's called APTLD Meeting in Bangkok – got together and 90 participants, which is a record-breaking number for recent years. We are engaging more closely with our members in the Middle East and they are kind of coming back to us which is a very positive development. We facilitate peer to peer relations and we try to foster bilateral and multi-lateral relations and initiatives between our members. We are re-engaged with global registrars and they're back to us. And there was a meaningful dialect with them as well.

Our healthy financial standing recently has allowed us four kinds of fellowships for our members, many of whom come from what is now known as under-served areas. And we also support some regional initiatives, such as the Asia Pacific Internet Governance School and the Asia Pacific Internet Governance Academy.

So our focus has recently been mostly on capacity building which has organically became the major avenue for developments within APTLD and also a win-win situation for

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many donors as well as recipients of such assistance. And I want to thank some of them, and that's, of course, New Zealand, I mean .nz and CNIC and also KISA for their efforts – that's a Korean registry – for their efforts in this regard.

We are happy to regain or claim back, to have claimed back, our identity. Nobody would say now that APTLD is just a part of APNIC. Many people know that APTLD is a different organization. So I'm very happy about that. We promoted our visibility online and you can check out our Facebook and Twitter accounts. We also have our voice heard when it comes to some policy developments at ICANN. Suffice it to mention our comments on the IANA naming function.

We also have, as already my colleagues mentioned, signed a DMoU with our sister organizations in Marrakech and that laid a solid foundation for our joint efforts, I believe, collaborative efforts for the future.

We expanded cooperation with other I-organizations in Asia Pacific which is very important for us, and that's ICANN APAC Hub, and I want to thank Jia-Rong Low and his team for enormous help they provide to us. ISOC, both Europe and Asia Pacific, APRALO and – surprise, surprise – even ITU because we've got some very interesting project with ITU on providing

technical assistance and strategic counseling to one of our members.

Now, challenges, as usual, communication and capacity building. I already mentioned communication with our members because the region is so vast. I haven't seen some and even spoken to some members, not yet.

Our plans, of course, are not that ambitious but we want to do some webinars with our members. We want to focus next year on the Southern Pacific area, hopefully with the help of our friends and colleagues from .nz.

We are still doing a lot about IDNs. We have the strongest IDN team among other regional organizations. And we are planning to have two meetings. We have two meetings a year. The next one will be in Ho Chi Minh City on the 2nd and 3rd of March. Everybody is welcome. And then, yet another meeting – I am happy to tell you that, especially for Center people – that's Tbilisi, Georgia, the Republic of Georgia, on the 14th and 15th of September. So please pencil those dates and everybody is welcome.

That is it and we are perfectly on time. We have another five and a half minutes to go over that question, which I already asked on behalf of my colleagues, which is how would you see the regional organizations connection to ccNSO and in what way we

could promote our interaction and our corporation? Thank you very much.

Shall I take it everyone is happy with our role and with those miserable 20 minutes for biggest organizations for ccNSO members were given graciously courtesy of ccNSO?

Oh, thank you. You saved my day. Oh, sorry.

UNIDENTIFIED FEMALE: Hello, this is [Neri Aleck] from MarkMonitor. We are a corporate registrar from, based out of the U.S. So one of the issues that we often have are contacting some of the smaller registries. And I know there's one in mind in Asia Pacific. So I'm just wondering what we can do to contact you guys directly so that you can then maybe help us reach that gap.

LEONID TODOROV: Anyone? I guess this question does not concern only Asia Pacific.

[NERI ALECK]:   No, no, no. That was just an example.

LEONID TODOROV: Okay, [Barrack].

[BARRACK]:	If there would be a problem in contacting one of my members, then obviously, feel free to reach out to Center and we'll be happy to help you.
[NERI ALECK]:	Thank you.
[BARRACK]:	But in a more structured way, I think the registrar portal that I mentioned might be a more convenient way for everyone to get in touch with registries.
UNIDENTIFIED MALE:	For our region, we welcome you to the Africa Domain Name System Forum. I think it's our biggest forum where registries and registrars interact. And we also welcome new ideas in the form of presentations from different partners. So that's the best forum.
	But as an organization, we also welcome to join us as an associate member and we can be able to assist you from that perspective.
[NERI ALECK]:	Thank you.

UNIDENTIFIED MALE: Same from our side. We are happy to help you interact with our members and also, in a more structured way, we have commercial workshops every year. We have the LAC DNS forum every year with panels from, with ICANN and the public [inter] registry. And we try to interact, like in a more public way with the whole DNS community.

We haven't come with an approach, or at least, with a decision with what to do with our members-only meetings, but I'm sure we will find something to add value for the rest of the DNS community or other service providers that want to come, want to interact with our members. We haven't done that yet, but we maybe come up with some invitation and I'm sure we can also extend it to you. For example, a fair or some other sort of activity where you can interact with our members. But at the moment, we haven't solved that. Or at least, in my mind, I don't know how to do that. But for next year, that's part of our goal as an organization. So that's it.

LEONID TODOROV: Well, assuming that you already spent all your money on traveling to my friends, I believe that, I mean, the best way, of course, would be just to drop me a note and I will just forward that to whatever registry concerned or to many registries as you

like. Likewise, when we have our meetings, we have an Adobe platform which is provided graciously by ICANN so we do some kind of ads in advance, so we just send that out across our mailing list so that members can join in remotely. So you may as well wish to join remotely and to have meaningful interaction. I mean, we will give you some time to ask questions or just to communicate with our members.

And I hope that in Tbilisi – I'm not sure about Ho Chi Minh City – but in Tbilisi, there will be a session with registrars because we will take that advantage of that geographical proximity, more or less, to some major clusters of registrars. So with that, thank you very much.

Any other questions, ccNSO? Oh my God. Okay, you should tell me what to do because I have another 30 seconds to kill. Let me just ask the audience, then, that probably that's a kind of homework for you. I heard or I know personally that in Copenhagen, Carlsberg and Tuborg are the best instruments to untie your tongues and you will come up with some very meaningful, I would say, deliberations as far as these connection between regional organizations and ccNSO is concerned.

With that, let me just call this session adjourned. Thank you very much.

UNIDENTIFIED MALE:	Good afternoon. We're moving on to the next session now in our program. Thank you to the Regional TLD guys for their sourcing presentations and [they're] straight. They kept their time really well. Thank you.
	Our regular people are supposed to join me here, Mukesh Chulani of ICANN, to come and join me. You can sit this side.
	Okay, so we have Mukesh, we have Irina Daniela from .ru. And then, okay, Rajiv Bansal is here from .in. And then we will have a presentation by Ulrich Retzlaff telling us about how he is a registrar [czar] also ccTLDs.
	I'll follow the order that we have on our programs so that we do not waste our time. We have up until 3:00 so I think we can target to have pretty much around 10 minutes each or two 15 minutes of each presentation and then we'll be able to take questions.
	I'm going to give over first to Mukesh. I don't know if there's a presentation that's supposed to come through.
MUKESH CHULANI:	Yes, there is.
UNIDENTIFIED MALE:	Is there? Oh, okay. So, Mukesh.

MUKESH CHULANI: Good afternoon, everybody, and thank you for the invitation to present at today's session. My name is Mukesh Chulani, I'm from ICANN staff representing the Global Domains Division where I'm a Registrar Services Senior Manager for Europe, Middle East, and Africa.

Today, I wanted to provide you a brief overview of the gTLD Marketplace Health Index Initiative which we have at ICANN. I'm cognizant of time so we'll go through as rapidly as I can and then open up to questions, I guess, as part of the wider panel.

I just wanted to cover four things as part of today's session, just give you a background of this initiative, to cover some of our recent developments and inform you of our next steps, show you some of the sample beta metrics that we have, and then give you an overview of the advisory panel that's helping us refine these metrics.

So just from a project background perspective, the Marketplace Health Index Project was launched in 2015 and it's part of a larger effort within ICANN to track programs on ICANN's strategic objectives and goals.

So if you look at domain, ICANN.org/progress, you'll see a list of objectives. And this initiative is actually linked to objective 2.3,

which looks at supporting the evolution of the Domain Name Marketplace to be robust, stable, and trusted.

Now, when we looked at developing metrics that relate to these, we subsequently focused it on robust competition instead of robust, perceived nontechnical stability instead of just simply stable, and then consumer trust instead of simply trusted.

As a first step, staff developed a proposed set of metrics which we believe could track the progress on these objectives. We solicited public comments on those and asked for volunteers to serve as advisory panel members to help us refine and revise as necessary. And we got 40 community members to take part in that.

So to give you a bit more context about what this index is and what it isn't, there's a few initiatives within ICANN that kind of overlap to the outsider. But the overlap may be in terms of metrics collected, but definitely not in the intent for each of these initiatives. So we may be sharing metrics with each other wherever they serve to answer our questions, but those questions are held independently of each other.

So this gTLD Marketplace Health Index, you'll see a URL there and you can get actually our data report through that URL. As I mentioned, this is linked to objective 2.3 and the overall idea is

to track and monitor progress, but what it means for the marketplace to be healthy.

Now, there is another initiative called the Competition Consumer Trust and Consumer Choice, or CCT, Review. And this initiative differs from the gTLD Marketplace Health Index in that the former is focused on looking at the early effects of the set of new gTLDs and competition, consumer choice and trust. And the Marketplace Health Index may collect that data, but it's really looking at the larger picture of activity in the marketplace beyond impacts of the New gTLD Program.

So if you look at the intention, the CCT Review is intended to inform the GNSO's policy process as it considers changes to the policy on new gTLDs and the continuation of the New gTLD Program. But the Marketplace Health Index is there to provide, essentially, a bellwether to analyze the stability – to analyze the overall health and diversity of the marketplace.

There's another initiative called the ITHI Metric Initiative. This is an Identifier Technology Health Indicators Initiative and the difference there is that ITHI looks to cover objective 2.1 whereas we're looking to cover objective 2.3 within ICANN's goals. So 2.1 looks at fostering and coordinating a healthy, secure and stable, resilient identifier ecosystem.

So if you see those definitions, those keywords would lead you to a more technical evaluation whereas we are looking at rather less technical than they are.

Just to give you an idea of our recent developments, so I already mentioned that this kicked off in 2015 and then subsequently opened to public comments. So we posted those comments early this year in Feb. 2016. We also identified the advisory panel to help us push that forward and subsequently, we produced a beta report which is available for download and you can see that. We published that in July and opened it for comments until September.

After this period, we've gathered a lot of feedback from our advisory panel and we're now working with them to redefine the definitions so the taxonomy behind the categories we've used, as well as the actual metrics. There are also wider considerations on whether we elevate this beyond just the gTLD marketplace and actually start to evaluate where data is available, of course, the ccTLD as a data set as well.

The idea is to work with advisory panel and finalize our metrics by the end of this year and then publish updated metrics by the first half of 2017.

For your reference, I believe these slides will be posted online and in the interest of time, I won't go through the actual metric

definitions but I've provided the metric definitions here for your reference. Very small font, not suitable for the post-lunch crowd, and just some ideas of some of the metrics we've been able to gather.

So obviously, it's a beta report and because it's beta, we limited ourselves to data we had access to within ICANN. That's obviously not the ideal situation for a final report, so this is dipping our toes into the water and using what data we have. And the intention is to refine, revise/burn, build, build one brick at a time, maybe remove two bricks, add three bricks. It's an iterative process and these are just some of the sample metrics we've produced in the beta.

So this one looks at the total number of second level domain registrations in gTLDs. Some additional metrics we've included, the number of jurisdictions with at least one registry operator or registrar. It kind of gives you an idea of whether there's a registry or registrar in proximity to you, the rate of second level registrations, adds and deletes, broken down by legacy, new GO, IDN and brands, number of registrars accredited and de-accredited over time to show that there are more entrants than exiters in the marketplace, as well as some indicators for trust. So EDRP and URS decisions decided against registrants, for instance.

The advisory panel – this is the second to the last slide I have, so bear with me – the advisory panel plays quite an interesting role. So I mentioned we have 40 panel volunteers and I've gotten some questions already on how this panel functions. The idea of the panel is very different from the PDP or the IRT process within ICANN. They are here because of the inherent complexity of designing metrics and we found it useful to have a council of wise individuals who have experience as a means to have informal conversation with staff. Of course, it doesn't substitute consultation with the community, but if you have a one-off question, it really would slow us down if we had to post and wait for a formal 40-day call of comments every single time that happens.

So we have this panel to help us refine our metrics, to help us refine our definitions. And then as we have new substantive changes, then we would, of course, push that forth for public comment.

And just an idea of the representation, so we have an amazing diversity of panel members, panel volunteers. We've got registries, registrars, we have domain investors in there, individuals who have worked with ccTLDs, we have local ISOC chapter members, and multiple former GAC representatives.

These volunteers come with backgrounds in data analytics, economics, legal and policy expertise. And if you look at their breakdown – so there's 40 of them – we have roughly 15 in the U.S. Actually, it's not roughly; it's exactly. It's exactly 15 in the U.S., 13 in Europe, six in APAC, three in LATAM and another three in the African continent.

So I just wanted to give you that briefing, and of course, at the ccNSO, we, of course, value the contributions you have made already to date to providing us with feedback. And as the advisory panel is now considering whether this just remains as a gTLD report or expands to include ccTLD data, of course, we look forward to your continued cooperation. Thank you very much.

UNIDENTIFIED MALE: Thank you very much, Mukesh. I want to give over to Irina from .ru to talk about statistical monitoring system.

Can we take the questions at the end, Jay, with your respect? Sorry, ma'am.

IRINA DANELIA: Hello, everyone. I'm glad to see you here after the dinner. Almost, close to the end of the ccNSO Day 2 and I'm happy there are so many people here in the room.

So I would like to talk about our statistical monitoring system, and actually, I want to mention two of our projects. And one of them is quite an old one, which is called Statdom and it has been presented by Andrei Kolesnikov who was head of .ru at that time, and Katrina Sataki during the ccNSO meeting in Toronto, which was like four years ago. And Katrina specifically asked me not to repeat that presentation, but got approval just to use a couple of examples from there. And the second project is a very new one.

So while the statistics itself is a really important thing for us to make decisions to prove our series, to watch the trends. But to be able to do this all, it's important to not only have data, but to have them presented in their convenient way.

So let's say we have in our registration database, we have the date of birth of our registrants, for example. As soon as we try to build a graph showing us the distribution of our registrants by age, and this is the particular example from Katrina's presentation, we surprisingly might see that on this graph, we see somebody being 110, 112 years old. And then this brings us to the idea that there is probably something wrong with our data, with the data in our database.

And so, they already mentioned project Statdom provides a huge amount of different reports and probably, you kind of see

really good. But on the left column are just the names of these reports by the domain names, about registrars, about registrants. And you can refer to that presentation if you are interested or go to the website, statdom.ru. It has an English version.

And I just wanted to mention a couple of new features which are added since that time. So first of all, we added the possibility to compare reports. So you can manually choose two sets of data which you want to compare. Let's say you want to see the quantity of domain names for .ru and for the IDM for the certain period. And you will have this data extracted from the database and provided you as a graph.

And also, there is a new set of reports added, which is called TLS statistics and these are reports which help us to actually understand how safe our domain zone is.

So there was a special tool developed by our techies, which, first indicates which actually service uses HTTPS protocol and that special [crawler] extracts particular data regarding this service.

And so, looking at the graphs, we first can see that the overall quantity of these TLS certificates used in .ru or .rf TLD is growing, which is good. We may also notice that the main certification a cert is used and that this, actually, is mostly defined by the hosting provider, hosting [inaudible], because normally, this is a

part of, the provisioning of these certificates is part of this service.

We also see the details regarding algorithms and keys used. And we were happy to note that pretty new and modern algorithms and types of signing keys are used, which gives us a little bit more confidence in the security and stability of our zone.

So now let me move to the next project which is showing you it even doesn't have a name. However, it has passed a very important milestone already because the concept of this project was approved by our board and also, the board approved the expenses regarding this project. And at that moment, it was mentioned in the news on our website and that's probably where you've found this information and contacted me asking to talk about it.

And this is not only about domain names, but this is, the idea is to provide a report regarding the Internet development in Russia and different aspects and different characteristics of this development. So it's broader than our mission as a Domain Name Registry, and it's probably part of our maybe corporate or social responsibility and also that meets one of our goals, which are written in our statutes to support the Internet development all over Russia.

So the project aims, first of all, to design what data sources we have, we can use, because there are an enormous quantity of different types of data regarding Internet penetration, broadband penetration, e-commerce, Internet advertising, etc., etc., which are gathered by different agencies or different authorities. But we aim to get this data from these different resources and try to compile an overall report. [Now] we definitely have to design a process of gathering and analyzing and presenting this data.

We may decide to conduct additional specialized investigation in certain areas, but we don't know yet what these areas could be because it's a very [inaudible]. And definitely, it's very important to ensure access to the results of this report so actually everyone, any interested party could get this data and could use it.

So as I already mentioned, the main specific of this project is this type of complex approach. And these kinds of reports are provided, they exist in some countries, like in Brazil, in Europe, etc. But this type of report does not exist in Russia yet.

So we also will try to use at a maximum extent, the official sources of data, like data from ministries, from our general statistical agency, etc. to ensure the consistency of report and to be able to reproduce it on a regular basis.

Also, one of the ideas is to design specific indicators by region or by stature of economy. So here are potentially main areas of monitoring and the examples of the indexes and indicators we will have there.

But as I have mentioned, we are just at the very beginning. We are in the specification phase so we, by the end of the year or by the beginning of next year, we are supposed to decide what will be the concrete indicators. And by 2018, we will have, we want to have this report ready and then I will be really happy to come again and to tell what we have really got and provide you much more details if you are interested.

And this report, we don't do ourselves but we do it with partnership with their high [score] of economy and with their specialist who actually do probably the biggest part of the job, of the work.

That's all. Thank you.

UNIDENTIFIED MALE: Thank you very much, Irina. We'll go to the next presentation now by Mr. Bansal from .in.

RAJIV BANSAL: Thank you, Chair. Good afternoon and it's a pleasure to be here with you today. We are into the fifth day of the conference and it's my pleasure to welcome you to the ICANN 57 meeting which is being held in this beautiful city of Hyderabad.

I have a brief presentation which I thought I'll share with you. I've been told to present on the marketing aspects of the .in. Before we get into the details of the presentation, I just thought I'd share with you some facts and figures about India's growth and the growth of the digital economy, growth of the Internet economy in the country.

We are the only large economy which is growing at about 7% to 8% per annum. We have a very ambitious program to do a digital transformation of the country and towards that end, a number of initiatives have been taken by the government to transform the country into an empowered society, a knowledge-based empowered society. What is happening is that we are passing through a phase where we are adding a whole lot of Internet connections every day, every minute, every day, every week, every year. So we are looking at big numbers and we hope that if we get our plan right, we should be adding something like about 100 million Internet users every year for the next three or four years. So it's often said that of the next 1 million Internet users which will come online, about half of them are going to come from India.

So this is a lead kind of activity which will happen and we do hope, coming from the registry, the .in registry, that once more and more people connect to the Net, the numbers of persons who will register on .in would automatically grow.

So these are some of the facts and figures that are present in front of you. We have a very ambitious program to provide access to Internet and we hope that within the next three years or so, to cover as many as 250,000 villages with the optic fiber. And what is very interesting in our country is that we have a large number of people, a very large population which is non-English speaking. So, one of the biggest challenges that we're going to face in our country is about how will people connect to the Internet in their own language. And in that context, we have also launched the internationalized domain name and I'll come to that later in my presentation. And we'd be happy to learn from you to share experience, our experience, with you as well as to learn from the experience of other countries who have worked on the internationalized domain names.

So today we have more than 2 million .in domain names registered. We have had reasonably good growth over the last couple of years. We are growing at about 14% to 15% every year. Global growth of domain names is in the range of about 10% to 11%. We have a healthy bank of registrars, 117 registrars. Most of the world's top registrars are .in accredited. And we have taken a

number of steps to reduce abuse of domain names. We hope, in the next 12 months, to reach a target of 3 million. We are at 2.19 million as of now.

So this is a chart which shows our create and renewal trends. Both have been healthy and encouraging. On a global level, if you compare 0.6% of the total market is with .in and if we are to look again to ccTLDs, 1.4% of ccTLDs are on .in. So we are moving up on the rankings within the Asia Pacific region. China, of course, is kind of way ahead. And we are growing and we hope to bridge this gap going forward.

As I said earlier, one of the big growth areas we are going to see in our country is in the area of internationalized domain names. And this is a challenge that we see in our country and this is a challenge that we are seeing globally because traditionally, Internet has been the kind of preserve of the people who speak English. Largely, content is there in English. Most of the English-speaking world is there on the Internet. But as we go forward, a large number of consumers who come on to the Internet are going to be non-English-speaking.

So we have been working with ICANN to delegate the [rule sets] in Indian languages. And against a global challenge of six or seven scripts, we, in our country, given our diversity have a huge challenge because we have 22 recognized languages and these

22 languages are written in 15 scripts. So we are trying to see how we can launch our domain name in the local language.

So we have this domain called .bharat which is available as of now in seven Indian languages, in seven Indian scripts, and going forward, it should be available in another eight scripts. And we expect that a lot of traction will come once this .bharat is available in all of the 15 scripts that we have.

So of late, we have seen some interesting growth in .bharat. This is because of some of the marketing initiatives that we've launched in the recent months. Today, we have kind of a special scheme to popularize the internationalized domain name. With every .in domain name that we are offering, we are offering a .bharat free, gratis, without charge. And we are offering this for a limited period for a number of 100,000 registrations.

So we have seen some growth, very good growth, in the recent months. Although the base is very small, so the growth is very, very sharp and strong.

Our market strategy, basically, as I'm sure is the same with several other registries around the world, focuses in working with registrars, forging alliances with different organizations and working with the media.

We have a very active promotion program and we try to incentivize registrars who bring in good growth as well as who bring in good numbers, so this benefits both big registrars as well as small registrars. Small registrars are able to bring in good growth. Big registrars are able to bring in big numbers. From time to time, we need the registrars.

On the alliances, as I said, we are trying as a country to have a digital transformation and that provides an opportunity for our registry to witness, to dovetail our strategy with the government initiatives. So we are working with the government. For example, if I would like to illustrate to you, the government department which registers companies, we have partnered with them and every time an applicant company goes to that government department to register the company, he is given an option to register his company name on the .in domain. So that gives us a kind of an advantage and the applicant company gets visibility of our domain. And we're seeing very good traction on this initiative that we've taken.

We've been participating in several events globally as well as within the country. We are spending money on advertising in the print and electronic media, as well as in the social media because the print and electronic media advertising is extremely expensive.

So this is what I was telling you about. We have a Ministry of Corporate Affairs where we have a presence. Every applicant who registers a company is given an option to register his company on the .in domain. We have been participating in universities across the country to build awareness amongst the young boys and girls, the engineers. We are producing something like 250,000 engineers every year.

And the social media is another area that we have tried to increase our outreach. We are there on, of course, Facebook and Twitter. We are there mailing people, sending messages, dovetailing our initiatives with all the government initiatives that are there as part of a Digital India campaign. Again, we have seen very positive results in this count.

This is just an illustration of some of the social media activities that we have been doing.

We, also in our country, have a very active startup program. We are seeing as many as four to five startup companies getting registered in our company, in our country, and every day. So these, obviously, are a good audience for us. We have been reaching out to them and it's our effort to ensure that they come on to the .in domain.

Yeah, so that is pretty much what I had to share with you. I'll be happy to fill any questions as well as take any suggestions. We

are particularly keen to hear from you if you can kind of partner with us, help us on how have you in your countries grown the internationalized domain names. Thank you.

UNIDENTIFIED MALE: Thank you very much, Mr. Bansal. We'll go on to the next presentation by Ulrich on registrar view of the ccTLDs.

ULRICH RETZLAFF: Thank you very much for having me. It's a delight to be here with the ccNSO and I hope I use this moment wisely. Would you pass me, please, the clicker? I don't have a lot of slides and not a lot of content on it, but I hope we engage in a discussion.

So my name is Ulrich Retzlaff from OneInternet.se, not .se, One Internet SE. We are a large German-based registrar with presences all around the world. Our main markets are the U.S., Germany, Austria, Italy, France, Spain. Of course, we intend to attract an international audience. And therefore, we have insight into a lot of ccTLD action and, really, the good news is although we have a very large base of generic top-level domain names and focus in the last couple of two years on the new gTLDs and drive this business aggressively, we really love ccTLDs.

[Applause]

Thank you very much. I try to click, but it doesn't do it. Where is it? Is that one? That's good, good enough. Thank you very much.

Because ccTLDs are important to 1 & 1. I can tell you, on average, we have 42% of our entire portfolio in ccTLDs. Even more of that, even up to 55%, 56% if we exclude the United States as a market because they barely, or they mainly focus on .com. We include the ccTLDs usually in the one, two or third position of our products in our storefronts in each local market. We bundle it with hosting in the markets that we serve.

Why do we do this? Because, of course, ccTLDs are profitable to us. Because they activate the local market. It's a TLD that resonates with the audience. It's a language identifier. Often, it is next to .com, a domain name that unlocks the potential and is the first one in a customer's domain name portfolio.

But also, the user demands it. User demand, for me, for example, is specified in the amount of search that we're getting. 60% of all our searches include the ccTLD string so the customer is actively looking for a .de, for .uk, for .in domain name.

Even better, if customers – and by the way, if we say 60% of the searches, I also mean that that, of course, translates into a purchase. 51% of our searches that don't include any TLDs, so the customer goes after a generic term, his own company name,

whatsoever, they result up to a third into a ccTLD registration. So we really like to do that.

But if you look at the market overall, we see that we actively do that. But we don't see significant growth. And that's, if you've worked with ccTLDs for a very long time and really like them, it's a sad thing.

So we can draw the conclusion there is market saturation. We could also say that this is the end of natural growth.

I'm trying to get to the next slide. Thank you.

So the question is, is that really all for ccTLDs? The honest answer is we don't know. Yes, we see market potential such as in India where you have natural growth because more and more people are coming online. But looking at just our piece of the pie as a registrar, we know that in very many cases, we just don't know or we don't know enough. And so, I'd like to take this opportunity today to all invite you into a conversation, into a dialogue with your registrars, with 1 & 1 to really understand what your market can do for us because you are the local experts.

Understand our position. We are commercially driven. We focus to go after markets that we understand and that convert well. I'm sure that there's a lot of potential out there that will convert

well if we just unlock it. So having your focus on verticals and markets will help us all to translate it into actionable details. How would we like to see this happening? We would like to go after segmentation, and the key word here is data, data, data.

First of all – sorry, I'm on the wrong slide here – first of all, we like to, in local markets, understand how the customer base relates to the overall market. You have, as a registry, a much better understanding of your country about the average representation of your customers.

Let me give you an example. If, in a country, you understand that 18%, 20%, 35% of your businesses are based in healthcare and we understand that the registrations are only up there with 5% representing that market. It's a great data for your registrar. It's great information to drive traffic towards healthcare. We can identify a vertical and use that.

So we would need indicators that we can all work with. We would like to look at customer's geographic locations. We would like to look at the branches in your region. We'd like to look at socio-economic factors, if any. We need to, if we want to be successful with ccTLDs, to identify underserved target audiences. There is no way around it, especially around the nTLD launches. We have seen that there are very specific TLDs

that target their group. And they are being successful. Those that maybe are a bit too generic fail to reach the market.

So you with your language and your TLD have the great opportunity to be more specific and we would like to help you with that because you have the data in front of you and we maybe know what we need. Maybe you need to access your data. You also want to understand what we can do for you, and I think especially 1& 1 is very open to encourage a data-driven dialogue with you.

And we explicitly welcome some of the current initiative. I just learned about .ru and we see these data-driven initiatives really, really with great pleasure. We know that APNIC is having something underway. Normandy is doing a step in the right direction, and so every potential opportunity that you guys create on your end and need our feedback on, we are very happy to work with you.

So on top of the analytics, I would like to add three additional elements that are needs from our end, and you've heard these very likely before but they are still on top of our agenda. It's product standardization, number one.

There is, out of understandable reasons, currently no standardization for access and data across the ccTLDs. We connect to many of you as possible. We try to make it work. But

it's very tiny. It's very hard work and it's very frequently that we have the result that there is not a lot of registrations driven because of that, because we just can't focus on it.

If we talk about data, data is very frequently, if at all, only available on individual communication basis and there are no APIs. We would welcome a unified approach where we can agree on standards that allow us to transfer information across the registrars to make our businesses work and expand your TLDs.

And don't get me wrong. We said, and I say this again, we like ccTLDs, but especially in the light of the new TLDs, we just don't have the bandwidth. There's a team of five people dealing with TLDs at 1 & 1. Two of us are dealing with marketing and promotion activities. Just imagine the flood of offers and proposals that we are getting every day. It is barely impossible to do all of them. So you focus on a couple and if it's not really working with our contract, if it's not manageable from a technical perspective, if it's even too creative, we would rather shy away from taking the opportunity even if it is very lucrative, unfortunately, because it's just not possible. So make it easy for us, and easy means standardized across your region, across your language zones that you have because we will really only put effort into this, into pushing the ccTLD if the business case is positive and the effort from the technical perspective is reasonable.

With that being said, let me say what I mean. Let's look at the detail. We would like to see a unified marketing framework. That means, for example, just let's start with the yearly planning cycle. Let's move away from ad hoc ideas that are maybe great and you want to do and you've seen a certain movement. But if we sit together once a year and say, "Okay, this is what we want to do, this is the opportunity that we're seeing," that makes it possible for us to plan ahead and put you into our framework.

Get together in your region. Why not work together across languages? Have an equal contractual process. I understand that it's hard, but if it's manageable for us and we have a framework, we can sign up and we activate a TLD if we have the space and see the chance in the market.

On top of that, the new world for us at 1 & 1, for us, the new world is marketing alongside creating a sense of urgency for the customer. That means discounts. It means marketing funds, and yes, it also potentially means affiliate programs. We think about what can we do about renewal rates. How do we keep customers that are deciding whether to keep or to cancel a domain name? What can we actively do? And yes, there can be the answer that we need a financial incentive. Think about that and help us keeping the customer because, ultimately, that's what we all want to do.

Let's also look at how you and your region because it's your audience, it's your customer at the end of the day. How we drive that customer to a storefront. We have – and that's my personal belief – we have to move to a landscape where we really are in a channel management situation, where we understand that you know your customers and you guide them to our storefronts. We are very willing to work on storefronts and I think the same goes for registrars as well where we create something for you guys that is active for you, that is also maybe even exclusive for you. But you need to bring the customer to the doorstep.

We cannot with, say, 600 TLDs, go into each vertical and push every customer to where they go. It's, for us, virtually impossible. So if that's not going to happen, we will focus on 25 large registries and work with them. That's, unfortunately, the current situation.

I also said we'd like to think about affiliate programs. We'd like to entertain the idea that if you serve your local market and you could sell on top products that would generate extra funds for you, and it's really about getting the customer and it's not about us trying to sell product through you. It's really trying to get your customers to have additional products and get them into the [zone file] for your programs. It might generate extra cash for you to drive data projects and so forth.

And last thing is let's talk about new use cases for domain names. We would like to think about Internet of Things. We would like to talk about things that are just personal domain names, how can we build use cases that will keep the domain name from expiring or even deletion.

And I hope we have a good dialogue afterwards in the hallway. Thank you very much.

UNIDENTIFIED MALE: Thank you very much, Ulrich. Time is beating us. We have five minutes for questions without having to transfer us into afternoon tea. I know Jay had a question if he is still around, Jay Daley. But if there be another question, please raise your hand. Let us see where you are. Okay.

[ANDREAS]: Good afternoon, [Andreas] from DNIC. It's a question for Uli. I have a question. If we identify an underserved vertical, how you would penetrate this special segment, this special vertical. Do you have any ideas or do you have examples from the present activities?

ULRICH RETZLAFF: So what we do is, of course, search engine marketing is one of the key factors that we're using currently which is working really well. We and one other [fortune] position that we also have print advertisement, media advertisement where we go after specific audiences. We don't neglect social media activities. I'll give you an example. We have a product where we link a specific TLD, for example, to a Facebook page. And then we go into Facebook, we address let's say, people between 15 and 25 that are working in the branch of dentistry – right? – to link their domain name to their Facebook account. That's what we do specifically. And it gives the domain name a use case.

We have other areas. I mean, I don't want to be disclosing too much as you might understand. But it's all online, clearly. So it's all online.

Offline marketing is working for us to a certain extent if bundled with other products because we, as the brand, especially in Germany as you know, we are a mobile phone provider as well. We see a lot of traction there. So we try in the combination and with our database to get, to drill down. And that's something, if you have the target audience and match it up with our database and what we have, then there's the win-win situation.

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[ANDREAS]:	And then I have another question, which is you mentioned that if you or if an interested party types in the company whatsoever, it results to one-third into a ccTLD. What are the other breakdown? That would also be of interest for me. Thank you.
ULRICH RETZLAFF:	Yes, there is a lot of gTLD results, of course, obviously, right? Interestingly, I don't have, I would say it's equal gTLD, so the classic newbies – right? – and ccTLDs and we see up to 10% of new TLDs in there if I remember correctly.
UNIDENTIFIED MALE:	Thank you. There are other hands. I think there was a hand up here. I don't know if I saw [inaudible]. If not, then that means we are done with questions. And one, two, three means no more further questions and that one minute to go, we are done. Thank you to the panelists and thank you to the audience.
UNIDENTIFIED FEMALE:	Good afternoon, everyone. Just a little announcement. Please remember that today we have a high-interest topic and questions and answers for the legal team in ICANN in Hall 3 at 3:15. So, also please don't forget to fill out the satisfaction survey for this meeting. It's already online. So please, if you have

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any comments, anything we can make better, please let us know. Thank you very much.

[END OF TRANSCRIPTION]

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