
ABU DHABI – ALAC and Regional Leaders Working Session Part 3
Saturday, October 28, 2017 – 13:30 to 15:00 GST
ICANN60 | Abu Dhabi, United Arab Emirates

EVAN LEIBOVICH: It is Saturday, October 28th, 2017, in Hall B, Section A (the ALAC) for the ALAC and Regional Leaders Working Session Part 3, 13:30 to 15:00. [AUDIO BREAK]

Show of hands in the room. Start now or wait for others? Start now? Okay. Good afternoon everybody and welcome to this little thought experiment. Carlton, you can turn them down now. Okay.

So, just by a little bit of background, my name is Evan Leibovich. It was 10 years ago at the 2007 ICANN meeting at San Juan where I first got involved, but I've been out of the loop for about two years doing other things. I've still been involved in the Skype chats and the email lists, or whatever, and together with a couple of others in this room I've been heavily involved in policy and things like that.

But as we go forward I've noticed that there's a lot of people that are having problems when they come into ICANN, that things are kind of overwhelming. And the question is, how do people get involved, how do people stay involved? Some of this was sparked through an email exchange. And there's an email that I

Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.

sent out to the ALAC list, September 7th, responding to Alan's question, why aren't more At-Largers involved in PDPs?

And almost by definition, part of the problem is we're dealing in a world where people are coming in with paid staff who have as their jobs nothing more but following ICANN and trying to make ICANN do what they want. Whereas, by definition almost everyone here has a day job. You're not getting paid by ICANN, you're not paying your rent by ICANN.

So, in fact, what I'd like to try and do is go around the table, ask everyone to just introduce yourself, but not in the way you usually do. Don't tell me your ALS, don't tell me your region, tell me what your day job is, in 30 seconds or less. Just to get a feel here for what people are doing in their own jobs and what they're normally doing when they're not involved in ICANN. Alberto?

ALBERTO SOTO:

Alberto Soto. I will speak in Spanish. I am an IT Lawyer but I'm retired now. I work just for ALAC now at home. I do my home work. I cook, I clean, etcetera.

SEBASTIEN BACHOLLETT: Sebastien Bachollet. The first thing is that we shouldn't talk about work per se, what are our activities? You use the term 'work', 'profession', but apart from the life of ICANN there is something else, maybe there is work, maybe not. How do I use my time? I've been unemployed for two years, I cannot find work. I cannot find employment because when you're 60 years of age in France you are a has been, so I'm an old one.

So, I just spend my time working in my city, working with bees as a bee keeper, and do a lot for the common good. I am an Administrator for AFNIC, without being paid by AFNIC. Thank you.

WAFDA DAHMANI: Hello, I'm Wafa Dahmani from Tunisia. I'm the [inaudible] and Registry Administrator. I work in the ccTLD Registry in Tunisia. So, that's it.

HAROLD ARCOS: Harold Arcos from Venezuela. Project Manager in [inaudible] Academic, Venezuela.

EDUARDO DIAZ: Eduardo Diaz. I design and install energy solar panel type systems. I do construction management. I do web design. I do

web design programming in PHP and anything else that is out there. I do design electrical plans for electrical sequence and I have been working with the internet since 1981.

BASTIAAN GOSLINGS: Bastiaan Goslings from Holland. I work for the Amsterdam Internet Exchange. I'm the Regulatory Affairs Spokesperson there as well as a Product Manager. Two functions because it's still a relatively small organization, despite being one of the largest internet hubs in the world. And what the internet exchange does is basically facilitate the interconnectivity between autonomous systems, a.k.a. the networks that make up the internet itself. Thank you.

HADIA ELMINIAWI: My name is Hadia Elminiawi, I'm from Egypt. I'm the Director of the Domain Name System Entrepreneurship Center which is a partnership between ICANN and the National Telecom Regulator of Egypt to foster the domain name industry in the region, which is Middle East and Africa.

YEŞİM NAZLAR: Yeşim Nazlar. At-Large support staff.

-
- SILVIA VIVANCO: Silvia Vivanco. At-Large staff.
- TIJANI BEN JEMAA: Tijani Ben Jemaa. I am retired Civil Engineer but I am very active in civil society. I am a member of ALAC.
- BARTLETT MORGAN: I'm Bartlett Morgan. When you ask what we do, in terms of what takes up my time, I'm an involved father. And then in addition, I'm a commercial litigator.
- ANIVAR ARAVIND: I work with [inaudible] technology for a civic tech group called Indic Project. It's also an At-Large organization. My name is Anivar Aravind.
- HOLLY RAICHE: Holly Raiche. A member of ALAC and for my sins I lecture in both undergraduate law, telecommunications, broadcasting law and internet governance.
- MAUREEN HILYARD: Hi, I'm Maureen from the Pacific island called Cook Islands. My day job is a Development Consultant and I work in areas such as

infrastructure, social policy and analysis, environment, web development. Apart from the web stuff it's basically anything about the internet.

NARELLE CLARK:

Hello, my name is Narelle Clark. I am with ACCAN, the Australian Communications Consumer Action Network. That is my day job and my role there is to administer our research and grants program. Manage our interface with the Australian Federal Government, because we are a funded consumer organization to work in the internet and telecoms sector on behalf of consumers. How about that? Funded out of the telecommunications licensing fees. It's a really good model, I encourage you all to adopt that. It does mean you need to stay on good terms with both industry and the government, but you get to do the right thing for consumers, and we do get some wins on board.

JOHN LAPRISE:

I'm John Laprise. I've been a Professor and a Consultant and right now I'm Market Research Manager for the Radiological Society of North America. So, I support the professional organization for radiologists around the world.

AHMAD ALSADEH: Hello, I am Ahmad Alsadeh from Palestine. I work at Birzeit University. Actually I'm teaching mainly network security and cryptographic courses for graduate and undergraduate students. I'm also a volunteer for ISOC in Palestine, so I'm [inaudible] but also in ISOC, Palestine.

DEVANAND TEELUCKSINGH: Afternoon everyone. Dev Anand Teelucksingh. I am a IT Administrator by profession. I'm also an Electrical Engineer, but more of a IT Administrator for an engineering firm. And I volunteer for the Trinidad and Tobago Computer Society for the past 20 years. And I'm going to be a father very soon so have to assume other responsibilities.

EVAN LEIBOVICH: That's not income, that's an expense.

SEUN OJEDEJI: I'm Seun Ojedeji. I work for a university in Nigeria. I've been working in the university environment for 10 years and I manage networks, computer networks.

CARLTON SAMUELS: Carlton Samuels. I teach at the university in Information Science and I also provide advisory services in telecommunications, regulation, financial regulation and in education policy and operations.

RICARDO HOLMQUIST: Hi, my name is Ricardo Holmquist. I am trying to sell Venezuelan software in Panama in [inaudible]. I [inaudible] from my country this year, so I'm new in Panama. And I guess I will move again to another country trying to sell Venezuelan software in this new country.

KAILI KAN: Hi. My name is Kaili Kan from China and I'm a retired professor, but I still have a few courses to teach at the so called Beijing University of Posts and Telecom, okay, BUPT, it's short. I teach a few courses, one is Economics, another is about the competition and regulation of the IT industry. Those are the two main courses. Thank you.

EVAN LEIBOVICH: Thank you. And finally, I saw you sit down, Olivier, you're not getting away from us.

OLIVIER CRÉPIN-LEBLOND: Hi everyone, I'm Olivier Crépin-Leblond. So, outside of ICANN I don't do very much. Let's start with volunteer stuff. I'm the Chair of the ISOC England Chapter. Work or volunteering?

EVAN LEIBOVICH: I guess what I was trying to extract that was different, is make the case that everyone here has something else that they're doing. And once upon a time you did too.

OLIVIER CRÉPIN-LEBLOND: I still do. Okay, so I run a company called Global Information Highway that sells routers and firewalls, and in fact, recently I've had the most stressful time of my life, well, maybe not my life but in recent times, shipping some equipment long distance over to Africa. And not because of the receiving end but because of the starting end. England is going through Brexit at the moment and it's not fun to run a global business that imports and exports. So I'm working on that. And we also do installation of firewalls, very technological stuff.

The other thing that I do is to trade shares. That's the least amount of work but you need to read a lot and be aware of pretty much all the industry, IT and other. So, pharmaceuticals, IT, banking, maybe less so than before, and automotive, that's it.

And commodities as well. Medium term, so it's more like investments than day trading where I wouldn't be sitting here.

EVAN LEIBOVICH: And you still have room for ICANN?

OLIVIER CRÉPIN-LEBLOND: I take my ICANN time on sleep times, so it's okay.

EVAN LEIBOVICH: Okay, thanks Olivier, and to everybody at the table. The point I was trying to make with this is that you have day jobs, there are other sources of income.

UNKNOWN SPEAKER: Point of order. What about you?

EVAN LEIBOVICH: Okay. Right now I'm involved with a nonprofit that does career building and certification in the world of open source called the Linux Professional Institute. And it's something I'm near and dear to and the idea is to build a global community working with open source and making careers out of it.

But the point I was trying to get at generally was that in At-Large, by definition, we're here to represent what ICANN calls the interests of global end users. And so what prompted this session was an exchange that happened back in September of going at why aren't people more involved in policy, why aren't people more involved in PDPs and all that. And the premise I was making is that when people come in it's, join this working group, or, join this PDP, or, let's answer this public comment. And we're constantly focusing on the minutiae, we're focusing on the little details. And in many cases we're already buying into assumptions that have already been made about the way that things work here.

So what I'm hoping to do, a least for this hour that remains or so, to try and get things a little strategic, get things a little higher level. So the agenda is basically just three questions and I want to try and get a feel of what you feel what are the answers. Some of these are driven by your own lives, by your own work. Most of you are working in either academia, or already in IT, you sort of need that already to get the feel for coming into this place.

But also, if we're supposedly talking about end users, ICANN's been talking about the public interest forever and it gets caught up on things like what is the public interest? I'd like to take this

to another level and basically say, why are you here? Why are you here? What is it the interest that you bring to the table, each of you? And then to try and go from that and saying, okay, what do we as a collective group want out of ICANN?

And rather than start with, let's respond to this working group and this comment in this, come up with, are we capable of saying, can we make a strategic vision for what end users need out of ICANN? No assumptions. This is what ICANN does, this is what end users would like ICANN to be. Without any assumptions, without any predispositions of what's happening.

So when a meeting happens like we had this morning, where we're talking about, okay, string contentions, and we're talking about applicant support, and we're talking about community guidelines. Of course, all of this is going under the assumption, there's going to be another round. And has anyone even challenged that? Has even anyone suggested, well, if there's things going through the courts that may affect things, are we in such a rush that we can't say to ICANN, well, maybe wait until that happens.

And there's so much that's happening here in terms of making assumptions, or following other public comments, or other working groups that other constituencies have started. And when somebody comes in, and I know how I felt when I first

came in, this was very, very intimidating. All the jargon, all the minutiae, all the little details that people are expected to know to get involved in these working groups and understanding the public comments. We have a challenge with how to use your time. We spend all this time on outreach and now you're all at the table. We've spent all this effort on community, on capacity building, on outreach. We have all these great voices at the table.

Now, the challenge is, what do we do with this voice? And if we're constantly following what ICANN does, and do this public comment, or do this working group, or whatever, so what I want to try and do and I'll stop talking now, is to also go around the table. And by this I mean, the back rows, there's some people I recognize and some people I don't, so I'd like to hear from as much as possible about what is important to you? Not about this specific working group or this specific item, what do you think ICANN should be doing based on your own experience? And so that's why there's only three questions as part of the agenda. Okay?

What do you think? What do you think the public wants from ICANN? Forget definitions, public interest, whatever. What do you personally believe the public needs from ICANN? How do you know that? What are your experiences that make you think

that? And before we get to the third question, we'll deal with the first two. So if I could go in the opposite direction. And by that I also want to add anybody who is in the back rows who didn't identify yourself, please feel free to come. This is really an intention to speak freely and to not make any assumptions. So this is, what do you think the public wants from ICANN at a very high level and how do your experiences bring that to bear? Would you like to start, Kaili?

KAILI KAN:

Thank you. As a matter of fact, I don't know. After I retired I felt that my experience, expertise on regulation, competition, could be a bit more used and as internationally as I see ICANN is the only internet governance body that does have some handles, some teeth, that can work out internet governance. Others mostly are just talking, blah, blah, blah. So that's why I joined ICANN to protect for the public interest, whatever that means, however that is defined.

EVAN LEIBOVICH:

My question is though, I don't want to get into how it's defined [CROSSTALK]. My question is, how do you perceive what the public wants? You personally. What do you perceive, and by

this I mean you individually. What do you perceive the public needs out of ICANN?

KAILI KAN:

Well, I feel one is accessibility. Number one. Without access nothing else counts. Okay? Number two is, well, putting internet for use as much as possible. I think those are the two major issues that, as I see it, from my personal perspective. Thank you.

ALBERTO SOTO:

First of all I'd like to make a question. We're talking about the public, does the public know what the ICANN is? When we come to these meetings there are usually 2000 or 3000 people. What is this as compared to the millions of people in the world and their bosses managing many people. And sometimes you see 500 people, 600 people, per country. I've not seen any regional or local meeting with more than 500, 600 people.

So the first question we need to ask is do people know what the ICANN is? Is ICANN doing something for people to know what the ICANN is about and what the ICANN does? I think that's the first question we should ask. It's a two way question because we are the ones who should teach people about the ICANN in our organizations, in our companies, because by the end of the day

we have a job but we also represent ALSes. Most of us are here representing ALSes.

So the first and the second questions on the screen are related to this. Do people know what the ICANN is, what ICANN does? Do they have an idea what ICANN is about? Or maybe only those going to the IGF know what ICANN is and maybe not even those people.

EVAN LEIBOVICH:

[CROSSTALK] is to ask you personally what it is you believe you need to bring here? Because here we are, we are the 25 people that ICANN pays to come to these meetings to interact with the ICANN Board and to interact with the other communities. So yes, there is a role of talking to the other ALSes.

But when we are here this week it is almost up to the 25 people plus our incoming plus our non-com people, and so on, a very small number of people. It's up to us really here at this meeting to then come to the rest of ICANN and to assert that. So my question to you is, beyond the information role that exists, how do you help bring this to bear? What matters to you based on your experience with the ALS and how do you bring that into this building?

ALBERTO SOTO:

Well I think one of the things we bring is stability. We need the internet to keep working and this is what the ICANN does. Secondly I think there are quite a few TLDs who have been leaving and there are new TLDs. The millennials may have new businesses. You see this new business and when they come to me I ask them to ask for a new gTLD. And their conclusion, this is my daughter, she has friends, they are journalists, they are not related to this environment, and they cannot think of their company starting with something which is not dot com. They don't even know this is possible, the millennials are not thinking about using the almost 1000 new gTLDs.

So sometimes we need to wonder whether people are really interested in the new gTLDs. I understand that this is a significant source of income for the ICANN, for the general public this is apparently not so important. And especially was surprised because these are millennials. It's a generation which is continually thinking in internet terms. Thank you.

EVAN LEIBOVICH:

Okay, next. Oh, Carlton, you were sitting back there. Would you like to add something? No. Okay, Seun.

SEUN OJEDEJI: Okay, just the first two questions. I'm Seun Ojedjeji for the record. So what does the public want from ICANN? Well, the public, again, if I would say it literally I would say the public wants value. So the value is dependent on which particular public we are referring to. But the second question, how do they...

EVAN LIEBOVICH: They meaning you. The word 'they' there refers to the person speaking. So how this refers to you. How do you know that?

SEUN OJEDEJI: Oh, how do I know that? Because I've been involved in ICANN and I've seen how much people defend their interests. So I think people defend their interests because they want their particular value achieved. So that is how I know it. Somebody who is not involved in ICANN would not be able to know what is of value or what is not of value. But anybody that wants to be involved in ICANN is the person that would know what is of interest to him. So generally I don't know what the goal of the question is but I'm a little bit lost so I'm just talking out of scope.

EVAN LIEBOVICH: Okay, so essentially what I'm trying to say is, I'm trying to make this more of a personal question to you. That is, when you come to this meeting what is important to you? What do you think the public wants to get out? And you said value. I'd like to try and get a little deeper in that because what does value mean? Nobody in the end user world is paying to use a domain. Right? They type it into their browser and they use it that way, etcetera.

So, what is the value of ICANN to an internet end user? And by end user, for this purpose I'm saying somebody who's not a registrant, doesn't buy a domain, is sitting at a screen and using domains to get at the internet. What did they want from ICANN, based on your experience?

SEUN OJEDEJI: Nothing.

EVAN LIEBOVICH: Fair answer. We'll get to you in a second, just going down, but when we get to the corner please come up to the table. Yeah?

DEV ANAND TEELUCKSINGH: Dev Anand Teelucksingh speaking. So, interesting questions. I would say that, what does the public want from ICANN? The public isn't aware of ICANN. They just use the DNS and they

want to just work in a predictable way. That when you go to a website it goes to the right destination and you don't get hijacked to go somewhere else. So that's one thing.

And how do we know that? It's just been my interactions both in the Computer Society, you know, when we talk about issues. Because our Computer Society focuses on a lot of the ICT policies in our country affecting us. So we just sit around just having drinks and just saying, you know, this policy what this government is doing, it doesn't sound right. You know, somebody should say something about this. And then that's how we start and we've done like about a dozen or so responses and so on.

And we've got involved in our ccTLD because we didn't understand, well, how does this work? And we just simply asked questions. This is before I had even heard of ICANN. You know, how does this work? Who picked you? Who sets the policies? How is this working? And the person at that time responded and we have it all up on our website. And then when ICANN came calling, you know, they wanted to start up in 2006. Okay, that's how we joined.

So a lot of interactions regarding our country code and now we've been involved in setting up a multi-stakeholder advisory group to help advise on policy on our country code. So one of

the issues, for example, is things like somebody raised was privacy because when they went to register a domain they saw this thing about the information being public. What does that mean? So, somebody knows my home phone number? Why is that? So, that's why I answer those two questions.

EVAN LIEBOVICH: Okay. In your particular case does it matter that people don't know that a dot com is regulated and managed totally differently from dot tt?

DEV ANAND TEELUCKSINGH: It doesn't matter. I mean, they understand somehow [inaudible] because somehow that confers some special status. But as to dot com, or who runs dot hotel or dot doc or whatever, doesn't matter.

EVAN LIEBOVICH: Got it.

AHMAD ALSADEH: Ahmad Alsadeh from Palestine. So, I expect to answer such type of a question like, how to offer secure internet mainly for the end user and protect their privacy. That's it from my side.

EVEN LIEBOVICH: I'm hearing a recurring theme here.

JOHN LAPRISE: John Laprise for the record. So, I come at this question, and I'll approach the second question first is, how do they know? A. because I'm trained as a historian of technology so I talk and wrote a lot about how people use technology, and now I'm a Market Research Manager so I talk to a lot of people about how they use things.

People don't care about ICANN, the general public. They just want an internet that works for them which largely means that it's convenient, they have privacy, it works when they want it to work, and it works in the way they want it to work. And if they don't know about ICANN so much the better. I mean, ICANN only usually comes to public awareness when something goes wrong. So, that's my answer for that, thank you.

NARELLE CLARK: Narelle Clark. I think consumers, and I'll speak about consumers, generally come to this with certain cultural expectations. So it depends on what other norms in the society within which you live that inform how you expect the Domain

Name System to work. And I'll agree with the others before me who've said that consumers generally do expect the internet to just work, and then behind that the Domain Name System ought to just work.

And so by implication there, ICANN should just get on with making sure that the IANA functions are robust, reliable and the system of etcetera, etcetera, work, without consumers having to care. But generally I think Australian consumers expect there to be a certain level of consumer protection and reliability, that the domain name represents the label on the box, and what's inside the box is what the website or the function or service is. So that there should be some truth in advertising there.

For me personally, I am here because at the moment I'm serving on a committee within Australia to review the entirety of Australia's domain name policies. And I need to take a few shortcuts so can people please tell me a few things that I've forgotten and help me catch up on a few different ways that the rules work in different ccTLDs and across other new areas in the gTLDs so that I can inform the discussion about regulation within Australia on how the Domain Name System should work to protect consumer interests.

EVEN LIEBOVICH: One thing that's been very interesting listening is I'm hearing lots about privacy, lots about stability, not a whole lot that we don't have enough TLDs. And I want to keep going, so the gentleman in the corner, it's your turn.

UNKNOWN SPEAKER: Okay, my name's [inaudible] for the record. A quick one. The concern for me is not about the Domain Name Systems but the fact that the millennials are actually right now doing more of the mobile app than going to the browser and typing the Domain Name System.

So it's almost looking like the Domain Name System and the [inaudible] thing is almost becoming an old fashioned thing for the millennial right now. All they care for right now is how does the internet work, how can they connect to the internet with their mobile app? And nobody really wants to know, oh, go to this website address, type this in. So the question now is what is the sustainability of the Domain Name System under the ICANN?

IVAN LIEBOVICH: But based on your scenario, does the end user public even care? If they're getting to the world of the internet through apps and through search engines, do they even care what happens to domain names? I'm asking you.

UNKNOWN SPEAKER: Please come again.

IVAN LIEBOVICH: If you're saying that the world is getting to the internet through apps and through search engines and through other things, and not so much through domains, what then is the interest in a place like ICANN? Is that becoming irrelevant?

UNKNOWN SPEAKER: Well, I don't think I can answer that question for now, but I only just raised some concerns that I have. I'm a first time fellow and trying to learn lots of the processes of ICANN, and I think that's as much as I can say for now.

EVAN LIEBOVICH: Fair enough.

MAUREEN HILYARD: I'm in a region where there are not too many people who actually have access to the internet, so the fact that accessibility was something that came up. But that's not an ICANN thing. But I guess for a lot of users, as John said, they just want to know that when they use it, they're not interested in how it works,

they're not interested in ICANN, or where it comes, or how. They just want to know that when they want to use it, that it works. If anything happens, like if there are any problems like spam or anything like that.

On my island we've got one telecom, one ISP, and if anything goes wrong it's their fault, so they don't pay their bill or something like that. It's what we're trying to do, is raise awareness about how the internet works, what makes it work, and what are the issues, and that kind of thing. But that's because we are sort of thinking, well, we think this is what you need to know in order for you to understand better what the problems are and how the internet can be more effective for you. But from their perspective they really don't care. I don't think.

EVAN LIEBOVICH:

Absolutely fair answer. By the way, after we go to the front row, there's a lot I'm seeing of people in the back rows that probably I'd like to hear from. So when we're finished this, please, if you have something to say on this, I'd like to hear from you. Holly?

HOLLY RAICHE:

A lot of what I would have said has already been said. We are, if you will, the translators. Now, some policies directly affect end

users. For example, in the dot au space, which is the Australian space, there are a lot of rules which actually make the space reasonably safe, not a whole lot safe. But it's up to, if you will, the translators, which is Narelle and myself so far, to understand what rules provide that security and to bring to this table, to translate from this table into the policy. Whether it's a policy about, will communities actually benefit from having a community name?

I'm thinking Lianna, she had the first community IDN for Armenia. So I mean you too are looking at some important end user benefits. Security's another one and we all have governments who are really worried about security. Well, a lot of it happens right here and a lot of it happens in relation to some of the rules that are in the RAA that you and I have translated a hundred times but not necessarily anybody else would understand why they're important.

So there are a lot of things that the ICANN does that we should either support or call out that will impact the security, the safety, the liability, whatever, and it would be the role of everyone around this table to understand the implications for ICANN policies and how it impacts on the reliability, the understandability, the comprehensibility. I mean, one of the really big issues is, and I hate to use the term PICS but if you

understand community names, what does a community name mean? If somebody has a new gTLD what are the rules and are those rules such that the person will or will not be misled?

So there's a whole range of issues that if you put on your hat and say it's not just a profit motive, what is this saying and how is this going to be interpreted outside here? How do I explain? What does dot book mean? Does it mean anything? Or does it mean basically dot Amazon has just made a fortune? You know, those are the sorts of things where sitting around this table you understand those issues and you have to bring those concerns to the table. But out there they're just totally unaware of the issues so you have to understand and translate both ways I guess. Thanks.

ANIVAR ARAVIND:

I'm totally agreeing with the points Holly raised. I just bring a specific example. I'm coming from India, mostly working with people who are first time to internet and primarily through mobile technologies, and I also work with IDN and UASD groups. So those kind of local language and local language internet plays a major role in reaching to these people.

And while working with civic tech issues like that, one of the issues I feel is there is expertise within the community but the

cost of [inaudible] or the cost of understanding these issues is limited. So even though there is expertise they need to be properly reached out and connected to build the tech policies around internet. Otherwise only after a final version is out people may be understanding this is this and this is how this works. And fixing those bugs at that stage is a bit difficult.

So if their language is used for domain name formation and we are building LGR panels on IDN specification for each script, reaching out the correct technical community into this is not happening mostly or is at this stage without the local connections and At-Large organization process. So I'm bringing this specific example as a way in which how ICANN can be a lot in demand, next billion users [inaudible] how we need to connect with the right kind of expertise from local communities.

BARTLETT MORGAN:

Barlett Morgan. What does the public want from ICANN? My sense is that the public, and I'm assuming you're meaning any users, primarily, by 'the public', they want to know that the internet will continue to work in the way that they've become accustomed to it working. And the minutiae doesn't matter, and by extension, ICANN doesn't matter. I don't mean it in an offensive way, just in a sense that they don't need to understand the technicalities of it.

How do I know that? Well, if you want to use the concept of feedback, I mean, people only ask me a question about anything something has gone terribly wrong or there's something that's made the major news. So to my mind that's how I know that that's what they want. I think that's it for me.

TIJANI BEN JEMAA:

Tijani speaking. What public want? Public want secure, stable, resilient, uninterrupted internet with the privacy of the users well protected. And the public wants the internet to be provided to everyone in the world, whatever his country is, his religion is, his sex is, etcetera. How do I know? Because this is my concern, this is the concern of people in my ALS, and it is also the concern of the internet community in my country and here also. This is on what everyone is working here.

HADIA ELMINIAWI:

Hadia Elminiawi for the record. I would like to start by saying that people don't really care about ICANN, they don't know about ICANN and they don't care about it. So actually they don't need anything from ICANN. However, what they need relates directly to what ICANN does.

What they need is affordable, accessible internet. An internet through which they can access the information that they would

like to get. Access to the services, socialize, also a network that they can trust. So that would be a secure network, a network where there is sort of protection for their privacy. So basically that's what people want. So what they need relates to what ICANN does. But they don't need it directly from ICANN, yeah. Thanks.

BASTIAAN GOSLINGS: Thank you. Bastiaan speaking. I'm trying to think, it's been mentioned a couple of times before, what does the public specifically want from ICANN? I agree with the fact that ICANN as such, the public does not need to be aware of the fact that it exists. Probably comparable to my employer. It's an internet exchange, it's part of underlying internet infrastructure, I don't think for the general public it's really necessary for them to know that that exists and how that technically works.

What is, I think, pretty unique to ICANN in this case is that for my employer, looking at the distributed nature of the internet and how networks connect, you do not necessarily depend on the functioning of this particular internet exchange. While ICANN of course is responsible for hierarchical centralized DNS system, this is a global resource.

And also in order to avoid fragmentation we need to see to it that the policies that determine how this global process and how this global functioning of the DNS system works are properly in place and that this multi-stakeholder process that determines these policies is accessible for everyone to join. And it doesn't have to be the general public that everyone will have to jump on board and discuss and talk along with that, that's not necessary, but I think it's imperative that everyone can join.

So with regard to the global aspect, some of the technical aspects have been mentioned, right? It needs to be secure, it needs to be stable, it needs to be reliable, and I think to a large extent it is, so that's not noticeable for the public unless something fails. But as these resources that are being distributed are unique, right, domain names cannot be duplicate because otherwise the system doesn't work, I think it's also very important to look at that from my perspective and hopefully that's aligned with end user's perspective, or how these resources are distributed.

Is there indeed choice? Is the process transparent? And also it goes maybe to pricing of domains when you want to acquire them. I think that's also important for us to be part of in order to see that that works well and transparent, and that we can indeed guarantee this choice. I do think it's important to keep in

mind what ICANN exactly tries to achieve technically, how the DNS system works, and what falls within ICANN's remit.

So it's been, as an example, referred to a couple of times that it's very important to protect the privacy of end users. I totally agree there. But then it's also important to realize what the role of ICANN is in that regard when it comes to protecting privacy. I don't think ICANN can be made responsible or has any say of the total privacy of an end user once she or he access the internet either via app or via website or whatever. That's not within ICANN's remit. Thank you.

OLIVIER CRÉPIN-LEBLOND: Olivier Crépin-Leblond speaking. So I've listened to a lot of the points which were made by participants around the table and the ones that seem to align most with my experience of the relevance of ICANN towards end users is what Dave has been saying and what Tijani has been saying. I see end users in two different worlds. There are those people that purchase domain names.

Maybe because of their business, because of their needs, maybe they want to put some pictures up, they want to build a website, they run a club, an organization and so on. And so they have an experience with an organization, a company, that sells them

either a domain name, or a web content provider, or one of these websites that provide you with a quick website and sells you a domain name at the same time. Their experience has been mixed.

Some have had a good experience and they've not even thought about problems with regards to their domain names. And others have actually had problems because perhaps when they had to change provider they found out that the domain name was linked to the website and they needed to do a transfer. How the heck do you do a transfer? And who sets the rules for these transfers? Because for some reason it was over complicated and someone should make that a lot easier. That's when I tell them that I'm at ICANN and this is exactly the sort of thing that we fight for.

And in fact, post-expiry domain name resolution is another big topic. The fact that they forget to renew the domain or the service provider they were with did not renew the domain for them and suddenly a whole business that they've built for several years ends up with no domain and some organization that now has the domain for some reason that says, please email us, ask for \$20,000 to get it back. That's the sort of thing where they really think there should be an organization that they should have some word in to talk about, and when I say

that it's ICANN then they take a real interest into what the organization does. So a bit like when things go wrong, then it's really relevant. When things go right, no problem.

The second class of user, those that are just using the internet, the users of the internet with a DNS. And when they type in their website and it doesn't come up they wonder why and they really think, that's a little bit strange. When they go onto an e-commerce website, and it's not the Amazon or the eBay of this world, but they just do a search on a search engine and they get to another site, they're not quite sure whether that's a legitimate website or not.

They don't even do a WHOIS search because they don't know what it is. But when you actually do, you know, 'what is this company' on their search engine the WHOIS records come out somehow. So that's kind of relevant for them. They don't really know where it comes from, they don't know how the whole system works, but they think that it's a good idea that you've got these records.

There are other people that use the internet that I know personally and who are involved in politics and things like that, and they have concerns about their privacy and privacy in real life, privacy in everything else. And they say, well, when it comes down to domain names and stuff, who sets all the rules?

So it's always these, they don't really know who does it, but they're not even aware that there's an avenue for them to actually set the rules when it comes down to domain names and identifiers. Same thing for internet protocol, IP addresses. They don't know that they need an IP address until suddenly in their business their boss tells them, okay, we need to double the number of computers in the department, you deal with it. And they go, "Oh God, how do I do this?" And then they find out all the different rules that have been done around how you can get IP addresses and things. And again, they have no idea how these rules were set.

So, I think we need to be the channel that lets them have a say into how these things are done for the future, of course. I tell them about the multi-stakeholder model and they're absolutely blown by it and going, wow, that's pretty cool. How do you navigate this? And this is where then I go with what Holly was saying with the translation, that we act as the translation between their concerns and what's happening at ICANN. And that's really important.

When I talk about ICANN they are quite startled that the government is not regulating this. And some might even have the view and say, but you know what, if the government regulated it maybe it would be a lot cleaner and there wouldn't

be any of these people trying to get my money for nothing, as in, you know, people that basically have stolen their domain name and stuff. And I have to explain to them having a purely governmental solution might not be the best idea. But this is all stuff that it's not their business, they're not civil society folks, they're just end users. So their views are very diverse but they are there, and so that's why I think it's important for us to be here.

EVAN LIEBOVICH:

Thanks. One quick follow up, Olivier. Do you see, at least from your experience that this is more of a regulatory fix issue or a public education issue?

OLIVIER CRÉPIN-LEBLOND:

Yeah, thanks, Evan, Olivier speaking. A lot of it, to start with, is just fix my problem. It's a fix thing. I start telling them about, why don't you get involved at ICANN and then go through the whole thing of, you know, we meet and we have these conference calls, etcetera. They don't have the time for conference calls and things but they really have a problem with their domain name. Or their use of the internet one way or other or something.

Or they say, “I’m getting tons and tons of spam from this email address, from dot something that I’ve never seen, it’s certainly not dot UK, so I don’t know what that is.” And they say, “Why doesn’t ICANN do something about it?” And I have to explain to them how the whole system works. But they’re not aware of any of the differences and they don’t really want to, they don’t have the time.

HOLLY RAICHE:

The other half of that question was education. I can’t tell you the number of times I sat in on PDPs and said, I can’t find this stuff on the website. You go looking in the website for the sorts of questions that people raise that Olivier was talking about, they’re not there. It needs to be much better structured so that the questions that people have can be easily answered and it’s not happening.

EDUARDO DIAZ:

Thank you. Eduardo for the record, Eduardo Diaz. To answer this question I have to say that there is life before ICANN and life after ICANN.

EVAN LIEBOVICH:

There is no life after ICANN.

EDUARDO DIAZ:

Well, life before ICANN all the ABC, don't care, it works, it's there. Now I learn about ICANN because I got involved with the firm with our ccTLD in our country and I learned there's ICANN that can do something like that. And when I try to explain ICANN as a user the best way to describe it is as a phone book, you find the name, you get the number, you call. That's the way the internet works. And what does ICANN do? Oh, they keep the telephone book up to date and working.

That's easy to explain. Their databases, roots, and people understand that. I'm talking about users. Me, myself. But then I talk about intellectual property, ISPs, registries, you know, all these other organizational [inaudible], they say, what are you talking about? This is a telephone book, it's a name, and this, what is this other stuff around it? And that's when it gets really confusing on explaining that it's more than a telephone book, there are things behind it that have to work out.

And I agree with Olivier that there are two types of users. The ones that really buy domains, have concerns about issues and the ones that they don't care. So that's my experience and big, you know, who today knows that, you know, I hit the bottom and I get there, and how can they bring that point of view to bear? Well, you know, it works.

ALI ALMESHAL: Ali AlMeshal. I'm speaking on my personal capacity. It is a bit challenging --

EVAN LIEBOVICH: Sorry, this is Evan, that's all we want, is your personal capacity.

ALI ALMESHAL: Okay, great. It's a bit challenging question to me because how would I ask something from an entity that I would say I don't see it exists or there is no interest in it. Speaking about the Gulf, and we are in the Gulf and we are in one of the countries of the Gulf countries which is the UAE. If you can just pinpoint one of the UAE if we have attendees and end users here, or from Bahrain, other than me, or Kuwait or Saudi Arabia. Or even Qatar and Yemen, that's all that comes under the GCC. I don't see anybody of them here, I am the only one from the Gulf. So, what's the problem? There is no interest or we don't know that ICANN does exist?

So here is the question, how would I ask that what I want from them? Going to another perspective, just before these meetings, I personally with the GSEs of the Middle East, we have done a number of outreaches just to tell the people that, come on, there

is an ICANN meeting coming to Abu Dhabi, it's within your region, but I don't see anybody else.

We have gone to the University, we have gone to the technical community, we have gone to some government and some even business entities. But still, as an end user, maybe there is a GAC representative from some of these countries, but what about the other, let's say, communities that ICANN run for? Thank you.

HAROLD ARCOS:

Harold. I'm going to speak Spanish. Evan, you mentioned the fact that some of us are here representing ALSes, but we should also remember that there are many individual members in ICANN. And we are actively participating and as you are exploring that idea of representing ALSes and groups, we should bear in mind this idea of participating, individual participants. From the point of view of users, users use services.

We mentioned this during one of our [inaudible] spaces. Users use a service to buy something, issue a query and they have to type in a name. So they type in www.ibuythis dot whatever. For users, this is what they see and from their point of view, even if something goes wrong on their page they don't wonder who is responsible for it. They might wonder what is going on and usually they blame their ISPs, but that is as far as they get. They

don't know more about it, because as our Australian colleague said, it's a cultural issue.

For users the cultural issue is cross cutting. Not all societies have the same awareness, have the same knowledge. From the technical community point of view, we have also asked them about this, they consider internet as a tool they need for the world they have. They expect this to be stable, secure, because it's a tool they use to work.

From the point of view of ISPs, of course, we are talking about the business model, so they expect, and the large ISPs expect this to be a space to develop a scalable business and they have some specific demands and requirements. ISPs which usually include technical users, they have the knowledge and they are aware of this tool, so to say, so they are more involved and they are participating in most of the constituencies and working groups within ICANN. I would mention a fourth element, researchers.

All of us here, including the different and diverse origins, have skills and do work as internet researchers, we have knowledge. So we are even more accountable because not all users have that knowledge we have. And it's part of our commitment and that's why we invest our time. So from that point of view, the point of view of the researchers, internet researchers, the point

of view is, well, we should know about the infrastructure, and as we know about the infrastructure we feel encouraged to participate in policy making.

We feel that we are writing, so to say, drafting this history that is written every day when we discuss within our working groups on some of the core issues and some of the important issues for ICANN. So from those four points of view I think your question is very important, and I will be answering the second question too because it's through consulting and through experience we have been working. As we come from the Open Source community in our country, and from the technology research in the ITC community, we have dealt with these four areas. Thank you.

WAFI DAHMANI:

I will speak from another perspective. You said what does the public want from ICANN? For me, you know, we speak today about the digital economy, the one [inaudible] network, the one world, and I think today ICANN is the only one sure in this one network. But ICANN needs the public, not the opposite, to maintain this only network based on the DNS infrastructure.

You know, there can be another network. I think you heard about the DOA system, made by ITU in concurrence with the DNS of ICANN. So we are here because ICANN needs us also, not only

the public. What the public wants from ICANN, he wants to come to the internet being happy, sure that his information, I think, it's not an issue really of ICANN, it's the privacy of their information on the domain names, yes.

But I think, as I said, ICANN needs the public to come happy to the internet using the DNS system. How do we know that? Coming from a developing country and being the administrator of the dot tn, I know if we have some issue raised I have to come here and speak about them. We want to take part in the market of the DNS industry so if we have some issues we have to come here and speak about them. Why within ALAC?

I think somehow we are here to understand already what ICANN does and then be active and give our voice and opinion and to our added value once we understood how ICANN happened. It's a strong system, yes, but we need, as I said, ICANN needs the users to believe. The one network needs also the users to believe, to keep it alive. As I said, we are here to bring our issues in the ALAC. Why is it the best place? Because ALAC is dealing with all the issues happening within ICANN and the best place to begin, I think, is here.

SEBASTIEN BACHOLLETT: The question that you asked, what does the public want from ICANN? Nothing. Nothing. Absolutely nothing. But the users of internet need to have access with easy to use tools and the other internet providers shouldn't be in charge of the future of the internet. So I want to add a voice which is the voice of the end users. This is essential, this voice of the end users. Even if I have some doubts about what we do here altogether, are we really heard in that concert? How do I know?

Because there is a real life after, during and before ICANN. I hope we have a real life, and a life, and I have two examples. My son doesn't want to come to the country because he cannot play online because he doesn't have a good access to internet. ICANN cannot do anything about it but that's the issue, that's my family issue. And last week we went with -- Olivier [inaudible] went to a poor people school. How do they use the internet, they are between 3 and 13 years of age? They don't even know the term 'internet'. But those poor kids, they use their phones, they do different things using their phone, their cell phone, to access the internet. That's how I know what the needs of users are. Thank you very much.

ANDREI KOLESNIKOV: Hello. I missed the presentation. My name is Andrei Kolesnikov. I am Director of Internet of Things Association in Russia.

EVAN LIEBOVICH: What is your day job?

ANDREI KOLESNIKOV: I'm running the NGO which unites the major players and the small players and the medium sized players in the Internet of Things, the market and technology and the implementation. So my personal view of interest, personally. First of all, make sure DNS works. Second, make sure there is no single government to privatize the leading role in the DNS or get the power to influence its operations based on political preferences.

Third, make sure domains are available for consumers at affordable and competitive prices. And the last one, make sure the domain names are safe and to make sure that there is no big issues related to the DNS abuse. That's basically it.

ALBERTO SOTO: Sorry, I will speak in Spanish. I'm going to answer the questions after having been to primary schools, secondary schools, universities, talking about technology, talking to internet users. I'm going to talk on behalf of all internet users, all the different levels of users. Those who know and those who don't know anything, and those who know a little bit.

All internet users, all those different users want the same thing. Some know about ICANN and some don't. We want to be healthy but we're not continuously thinking of the fact that you want to be healthy. We want to be healthy when we see a disease or we suffer from something. Some users learn that they have an issue and they learn that they don't know something when they have a problem. And we have to face the things we are doing the wrong way. If we do not have a diagnosis of what we're doing we will not have a solution. If we don't admit we're not doing things correctly we'll not be able to work things out.

We have some ALSes who have have 500,000 users a year, for example, in Ecuador, in all levels. In Chile there are people who are distributing information at schools about bullying, magnetic support, and so on and so forth. And there are ALSes who have thousands of members and are not doing anything. That is, how do we get here. We need to get those people through our work, knowing as Holly said, that we are the ones that have the knowledge, we have the right knowledge to explain how ICANN works, how policies are generated, but we cannot stay with what we do.

And we don't have to tell all users, those who are at schools, what ICANN is about, because they don't care. They will care to know that we are working, that we are the intermediaries. And

without us [inaudible] we will have the necessary information to provide feedback within our ecosystem, and with that we will be able to solve the issues and problems we have within our ecosystem. Because all users are not aware of ICANN. We are the ones who have the knowledge coming from the bottom, from the base, and we have the knowledge to solve issues and problems.

One of our fellows said a short time ago here today, he said literally, we have to connect to the people who have the knowledge which is you. He said a piece of truth. It's not that they have to connect with us. We come here to get in touch with them because our role is to get to the end users and not having the end user come to us because otherwise we'll never get the feedback we need.

EVAN LIEBOVICH:

Okay. Third. I was hoping to get through as much as I could on the back row, but first I have Roberto and Jonathan. So, a little bit of a queue. Unfortunately we can't take everyone from the back row. If you want to speak, please do. I'm cognizant of time, we have 10 minutes left in the session. I would like to do a brief wrap up, so please go ahead.

ROBERTO GAETANO: Thank you. My name is Roberto Gaetano. The first question was what I do for a day job. I'm happily retired from my previous day job. And my previous day jobs have been always in the IT, software development mainly, but basically IT. So, a technical person. To answer that question, and I'll try to do it briefly. I will be extremely biased in answering this question because I happen to know quite a bit of ICANN.

And so, you know, the lenses by which I look at the users at the society are biased by what I know that ICANN does, what it could do and what is in its remit, and that is not necessarily what the At-Large public wants. And I want to call the attention. I'm basically in agreement with most of the things that, for instance, Olivier has said in terms of points and so on, but I don't want to repeat what others have said. Except for one thing, the gentleman from Panama raised a very important point. The vast majority of the people, of the internet users, future internet users, and so on, don't have a clue of what ICANN is.

And I give you one very tiny example. I'm also the Chair of Public Interest Registry Board who manages dot org, and dot ngo, dot ong, that are new TLDs. So sometimes I'm asking people about the new TLDs and people look at me with eyes big open. Those who know about domain names think that domain names are

com, org and net, and maybe a few others, and don't have a clue about the new gTLDs.

This is a discussion that we have done already. They don't only don't know what the new gTLDs are, they don't know what ICANN is, they don't know all what the work is being done, so they cannot ask something to ICANN. Why do I know? Because I just routinely ask people, friends and so on, even people that are in the Information Technology don't know.

So, I personally believe that we, and we had this conversation many, many times, that ALAC does not represent only the people that are aware of what is happening. Not even just the Registrants, which is still a subset, but the internet users, and I will go beyond. I would say the people that are currently not internet users, that will be internet users in the future. So I think that the first thing we should push ICANN to do is to make itself known. I mean, if people don't know what is happening they cannot have the appropriate questions.

JONATHAN ZUCK:

Thanks. My name's Jonathan Zuck, I'm with the Innovator's Network and I'm also the Chair of the Review Team that was reviewing Consumer Choice, Trust and Competition. So we actually had the opportunity to survey end users to ask some of

these questions as part of our work. I guess I want to begin by saying that I don't think that an end user is a type of person. That instead it's a set of use cases. In other words, it's a set of activities and that everyone's sophistication with the internet is on a kind of continuum.

And so there's no sort of definable category of end user. And so, if you look at those use cases, those particular activities on the internet, the interests of the person engaged in those activities is the same whether they know nothing. Whether it's my aunt who's 75 in Norwell or the CEO of PIR, Brian Cote. When they're engaged in end user activities their needs and desires are exactly the same.

And so I think it might help to think in terms of some of these use cases like being able to type in a domain name and know that I'm getting to the place that I thought I was going to go to. Like being able to enter a credit card into a website and have some kind of certainty that my identity is not going to be stolen. I mean, we have all this conflict with IP owners sometimes here at ICANN and those are really just companies that don't want to have their identities stolen anymore than my aunt does when she puts in a credit card in a form.

So what they want is a system that just works. They want, when somebody gives them an email address, and they type it into a

Bank of America website or American Airlines website, that it doesn't get rejected for a reason they don't understand, because of what we call 'universal acceptance', right? That's not the term they use, they use the term 'broken', right?

They don't like when they get an email back, when they've tried to send an email and it's this long, complicated error message that talks about all the routing that took place that led to their message email not going through instead of being a user friendly message. These aren't new, it's the same thing when Windows crashes and says an unexpected error occurred, Okay, right?

And so I think users, if they have a frustration, it's primarily with the fact that the internet is still working that way after all this time, that they're getting back the equivalent of 'an unexpected error occurred. OK.' We did ask them a little bit about the expansion of the name space and what their expectations might be around that and there is a significant interest in a more semantic web. They like the idea that if I go to a dot bank I can predict that it's actually a bank that's there, right?

And so the value proposition that the public sees from the expansion of the DNS is actually in a better understanding of the navigating they're doing. I think the Domain Name System is at a crossroads. A lot of people when they're creating a website just decide to set up a page on Facebook. Or if they're really

sophisticated they're doing something in Wix or something like that and they don't even bother getting a domain name. Or apps is another way that happens as well.

And so even people that are sort of dipping their toe in the internet sophistication or internet identity aren't necessarily conscious of the Domain Name System. But I think we need to really boil things down to what are the use cases, what are people using the internet for and what is it that makes that process as seamless as possible for them? And that's really what they want and what all end users have ever wanted from any piece of software that they've sat down and tried to use. It's not a complicated question.

And if I could say one controversial thing. I've heard privacy come up a lot in this conversation and it could be a language thing. I don't think the majority of end users have any interest in privacy. They exhibit no behavior that suggests that that's the case. They're very interested in security. They want to make sure that the data they enter is not suddenly their credit card's stolen or something like that, but actual privacy is a paternalistic thing that we've adopted as something that we're taking care of on their behalf.

But let's not kid ourselves in saying that it's because there's some onslaught of public interest in privacy. Let's make sure

that when we try to represent the interests of end users that we think about what they're trying to do on the internet and what their expectations are from those activities and boil it down to just the use cases.

EVAN LIEBOVICH: Thanks. Okay, did both of you want to talk? Okay, so two comments, one online and then, sorry, we're really at the top of the hour. I just want to try and do a quick summary afterwards and I hope you don't mind.

ISAAC MAPOSA: My name is Isaac Maposa. On my day to day job we are a software development company but we also run a ccTLD as a ccTLD Registrar. From my interaction with people, okay, first I would dissect the public into two. There's the public that know about the IG issues and the ICT issues and knows how the internet work, what's the underlying infrastructure behind the internet.

Then there's the general public who doesn't even know what's the underlying infrastructure behind the internet, who don't even know what is a domain name. They will only come to know about a domain name and say, oh, I saw my friend using an email like sales @ your company dot com, I want something like

that. I said, oh, you have to first register a domain name. They say, “Oh, what is a domain name?” You start to explain about it.

So basically the public doesn’t want anything. Directly they don’t want anything from ICANN or they don’t expect anything from ICANN. But indirectly what they want is their internet to work, so indirectly they would want a secure and stable internet. So when the internet doesn’t work, first their service provider, they say, “My internet is not working, or my website is not up.” And say, “Oh, your domain is not resolving, the ABC happened to your domain and all that stuff.” That’s when they will start to know about domain names.

So, indirectly they would want ICANN to do something but they don’t know that ICANN exists. They do want a stable and secure internet but they don’t know who is responsible for that. So we have a mandate or an obligation to make it work and to make it secure and stable. But they don’t know about us, so I could say the public doesn’t want anything from us.

LEAH SYMEKHER:

Yes, hello, my name is Leah Symekher and I am here from the San Francisco Bay Area ISOC Chapter, NARALO, so we’re an ALS. I’ve worked for several years in the DNS world, specifically with a company called Internet Systems Consortium. And maybe many

of you don't know about the company. Again, it's a part of the DNS world. They develop BIND and DHCP which is the oldest software running the DNS servers.

I worked in the business development part of it which means pretty much trying to reach out to the various parts of industries to get customers, so almost in a sales capacity. When many of these large to small organizations were using BIND on a daily basis they did not really understand the relevance of having their support services for them. And also did not understand why it was important for them to participate and work with ISC and become a customer because that goes directly into supporting the continued development of this very relevant software.

So we had a really big challenge in that and that's the same challenge I see here with ICANN, being that we're in the DNS world you're pretty much the plumbing of the internet, that's how we call ourselves. Even if you have a house you always have plumbing but you only won't realize the plumbing is there when your house starts to stink and that's when you want to fix it. We did outreach to various colleges, companies and all that, and those who were using it knew the relevance of it and definitely took on our services.

As an ALS, we've also been doing this outreach also in various academic institutions and the communities in the Silicon Valley. And you'd think Silicon Valley people would run to be part of our Chapter and help and want to contribute and be participants in the policy making and understanding and advocacy of making sure the internet is there for all, but you don't really find that.

So while many of us are saying that people don't care and they're not interested, well, that's true. But I think it's important that we make them aware and so it is our duty to do that and not just ignore the fact that they don't know so that's okay. Getting them informed about ICANN is very important, the role that it plays for the public, I think that's very important.

I think it's important to make sure that ICANN is more accessible, it's reachable, and not this very complicated monster that everybody wants to stay away from. And not this image that it's just people in suits and ties and nobody wants to relate with that for the most part. So that's my input on this. Thanks.

EVAN LIEBOVICH:

Now, to be honest, look around and see how many suits and ties you see in this room.

LEAH SYMEKHER: None at all. Okay, maybe a few. Two or three. Olivier representing.

EVAN LIEBOVICH: No comment. Okay, we have one, Tijani, suit and tie.

TIJANI BEN JEMAA: Sorry. I wanted to say that I want to apologize because it seems that I didn't understand the question. What I understood is that what does public, and public here is not my public, is not my family, is not my citizens. It's public --

EVAN LIEBOVICH: Actually, for the purposes of today that's exactly what it was.

TIJANI BEN JEMAA: Okay, so what does this public want or need from ICANN? Even if they don't know ICANN, what do they need, what are their needs from ICANN, from the system, from this internet in general? This was my understanding. But it seems that I was mistaken and I apologize for that.

EVAN LIEBOVICH: Sorry. And I would give you a chance to expand if we were not so short on time. I'll give the last word to the person who is in the Adobe Connect Room and then we'll wrap it up.

DANIEL NANGHAKA: Hey everyone, I'm Daniel from AFRALO. When I look at that question --

EVAN LIEBOVICH: First of all, what is your day job?

DANIEL NANGHAKA: Right now I'm an internet user and I'm the new Chair for FOSFA.

EVAN LIEBOVICH: What pays your rent?

DANIEL NANGHAKA: What pays me money?

EVAN LIEBOVICH: How do you earn a living to pay your rent? FOSFA does not pay your rent.

DANIEL NANGHAKA: I run an organization called ILICIT Africa, which stands for Integrating Livelihoods through Communication Information Technology. So how we make our money is through support and strategic partnerships. Okay, coming from a technical background I'm also going to express the users, the user experience. Like, a CTO was trying to buy a domain online and then they saw the ICANN fees. After seeing the ICANN fees they said, "No, I don't understand these fees."

So he called his techno op team, what is this ICANN? And then the techno said, "Oh, ICANN, that means that you can do it." I can. I can. And it drills down to understanding the underlying issues of the internet. In school we study about internet networks, and so forth. Personally I can testify I did not come across the word ICANN at any one point. Yeah. And based on that issue the user does not know or want to know about ICANN at all.

We people who are in the technical field, that's when we begin to get concerned about what ICANN can do when we come into a case or a scenario that requires direct influence into the regulatory process or the policies regarding to the ICANN. Let me just keep it that short because of time. Thank you.

EVAN LIEBOVICH:

Okay, thanks. And thank you all for doing this. This has been a little bit unusual. But I found some very, very interesting things just going around the room. There's a lot of very common themes and a lot of very different themes from what is normally considered to be what are the ICANN policy priorities. So I heard a lot about stability. I heard a lot about security, of being able to type in something and knowing you're going to the right place that's not going to scam you. Of knowing that things are going to work reliably.

And there's also a common thing about a role of public education. The people don't know. Not that people have to know that there's a body called ICANN, but there's something to need to be known if you're going to a domain and it doesn't work, or if you're trying to buy a domain and it doesn't work, there's all sorts of things that the public doesn't know and perhaps there's a role to be played in public education. It's been said by a number of you and yet this is not on the radar of anything that's normally done.

What I'm hoping to do here in just having this conversation is show that there's a little bit of a gap between the working groups and the CCWGs and the Public Comments, and things like that. And just to get you to think about how to take what we've been talking about now, about the various things, and

with a little luck I'll be able perhaps to work with staff later to summarize things and see if there's another step to go beyond this.

But how to take this into what is a strategic direction for At-Large? Based on the things we've been talking about in this room and not necessarily be reacting to other things. So all of a sudden I didn't hear anyone say it's really important to end users to give financial subsidies to certain registries.

UNKNOWN SPEAKER: Evan, I really hate to interrupt. We have three sets of guests coming in here in seven minutes so we need to give people a few minutes break. I really apologize.

EVAN LIEBOVICH: I'm only eight minutes late which is really early by ALAC standards. But I understand. Alright, so I will try and summarize this maybe later on in the week for the rest of At-Large. But thank you for being part of this experiment. I hope you've got some takeaway in terms of thinking of how to make At-Large reflect what you want and to bring that into ICANN rather than just react to what ICANN thinks it wants from you.

That's the important part. We're here to affect ICANN, not just be reactive to what they think we want. We'll take it from there and hopefully I'll be able to report on this later on in the week. Thanks.

UNKNOWN SPEAKER: Thank you. I do apologize and it looks like it was a good meeting. But we do have a set of three guests coming in almost immediately. So if people want to take a break, please, but we need to reconvene on time or very close to it. Thank you.

[END OF TRANSCRIPTION]