
ICANN69 | Community Days Sessions – GNSO RySG: GeoTLD Group Sharing Session
Wednesday, October 14, 2020 – 12:00 to 13:30 CEST

NATHALIE PEREGRINE: Thank you very much, Pablo and Alex. Good morning, good afternoon, and good evening, everybody. Welcome to the GeoTLD Group Sharing Session on 14 October 2020.

Please note that this session is being recorded and follows the ICANN expected standards of behavior. During this session, please submit your questions or comments in the chat. If you would like to ask your question or make your comment verbally, please raise your hand. When called upon, kindly unmute your microphone and take the floor. Please remember to state your name for the record and speak clearly at a reasonable pace, and please remember to mute your microphone when you are done speaking.

With that, I'll hand it over to Nacho. Please begin.

NACHO AMADOZ: Thanks, Nathalie and Sue. We should just resume where we were, and that was Ronald with the ID4me presentation. I'm going to pop out for just a second to close the windows and I'll be back, but you can start, Ronald.

SUE SCHULER: Ronald, we cannot hear you.

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.

RONALD SCHWÄRZLER: Sorry. I was on mute. I will just show the video that did not work before. We tried it in the meantime. I'm working on two computers, so we had feedback. But give me a second, and you will hear the video in a minute.

SUE SCHULER: Check the sound, Ronald. We can't hear it.

RONALD SCHWÄRZLER: Is it working now? (video playing)

SUE SCHULER: Yes.

RONALD SCHWÄRZLER: [I'll] restart from the beginning. Sorry. (video playing)

“Everyone needs an agent who manages their own identity. Our ID agent is [inaudible] ID4me, an identity for the domain name industry. But how does ID4me work? It's simple. We have four key players.

“Let's start with Ida. Ida is the ID user who wants to buy something at a website which is a login partner. That brings us to Simon, the login partner. He offers the ID button on his website. Everyone needs an agent who manages their identity. Our ID agent is Regina the registrar. Last but not least, we have Ryan the registry who proofs Ida's login as ID authority.

“As we’ve got to know our key players, Ida’s journey with ID4me can start. The first step of Ida’s journey is to create her identity. For this, she orders the ID IdalAm.de from Regina. First, Regina creates the ID IdalAm.de in her identity store and registers that ID with Ryan. She as well creates the ID [IdalAm.de] at the DNS of the authority Ryan. Now Ida’s identity has been created almost fully. In the last step, Ida communicates her login credentials to Ryan who then saves them in his [authentication] store. Now Ida’s identity has been created and is ready to be used.

“Ida is on Simon’s website and uses her ID, but what happens in the background and how do all parties communicate? The first thing that happens is that Ida enters her ID at Simon’s website. Simon then picks up Ryan’s address from the DNS and sends Ida to Ryan. Ida hands her credentials over to Ryan and agrees to the delivery of her identity data to Simon. To make sure that it really is Ida who agrees on the delivery of identity, Ryan checks the credentials. As the credentials match, Ryan confirms to Simon the successful login with authorization tokens. Simon and Regina exchange identity data through authorization tokens. Regina gets the identity data that was released by Ida from the ID store and hands them over to Simon.

“Now Ida has authorized Simon to get her identity data. She can use her ID to login to Simon’s website whenever she wants. ID is happy that she could use her ID at Simon’s website. She logged in and transmitted her identity easily but securely with ID4me.”

Can you hear me? This was a very brief overview of, let's say, login with Facebook or login with Amazon. This is ID4me. You see there is a part for the registries to play as well as for the registrars. The registrar could probably, if the registrant comes to his site, check the license, the passport, so it's even a secure identity.

I think it's an interesting thing. Very much competitors in this area. I will stay tuned on that topic and keep you informed as I said before the break. The annual general meeting with news to be shared will be on November 5, and I will write you whatever comes out here and keep you posted on that topic.

You can have this video to have a look at it afterwards. I will send you a link to it. Address any comments or questions to me, please. Thank you.

NACHO AMADOZ:

Thanks a lot, Ronald. As you proposed before, this is something that we should follow from the ExCom. [Theo] you mentioned because he is also part of the ID4me Consortium and anybody else who wants to join, we all think from the ExCom that this is a relevant project because this adds a selling point to the GeoTLDs which is that you can use your own domain name, your personal domain name as your identifier.

I'm very happy to keep being part of this. 2020 has probably been a lost year for them too, but we hope that it isn't this way from now onward. So the general assembly is on November 4 or 5 it is set. So I

guess that you will represent the Geos there, but I wanted to know if we can, members of the Geos can just join or is this limited to a certain number of participants? I don't know if you are talking, Ronald, but we can't hear you.

RONALD SCHWÄRZLER: Can you hear me now?

NACHO AMADOZ: Yes.

RONALD SCHWÄRZLER: Sorry. This is an online meeting, so I think it should be possible to join in. I got the invitation. I will ask whether additional, let's say, observers are allowed. This is an election of the board of the consortium, so there is only one voice to be given which is represented by me. But I think that members belonging to the group should be possible. I will clarify that and come back to you.

NACHO AMADOZ: Thank you. I would really like to attend, and I think [dotCart] is also part of the consortium not only as a member of the Geo but on itself, but I will check that out. Good, good.

With that, we come to the last section of the first session of the morning that was questions and comments. So we should just take a minute here to see if anybody wants to add some topic or comment

on what we've been discussing during the first session before we head into the sharing and experiences part. I see no hands, so I guess that we should just move on.

So this is the second part. I'm not sure if we have anyone from dotAfrica to present on the registry lock. Do you, Ronald? Or if there is anyone from dotAfrica, just say hello.

RONALD SCHWÄRZLER:

I asked Lucky to present. I didn't get an answer from Lucky and Simla who normally attend. They are not present. I did not see them in the attendees list. Should I have a very short overview of what I was thinking of?

I noticed that dotAfrica introduced the so-called registry lock. I know that nic.at the Austrian registry offers a registry lock for some months now. Very, very different. The registry lock done by the cctdl.at is a direct [thing] between the end user and the registry which we as gTLDs are not even allowed to.

So I know that dotAfrica is going over the registrars as a partner. In principle they set—how did they call it—a flag in the registry that no updates to the domain name are allowed. So the only command that will work on that domain name if this domain name is logged with the registry, I think it's registry update prohibited or domain name update prohibited. Server update prohibited, I think that's the correct way.

The only command that will work is the renew command. So the domain will not expire if you go into auto-renew, but it's not possible

to change a domain name, to change an owner, to change whatever it is. The registrar has to call the registry. And if I say call, I really mean call on the phone during their work hours. And then the operator there unlocks the domain name until the registrar has finished whatever he wants to do with the domain name and then sets the registry lock again. So it's a temporary release of a server-side update prohibited flag.

The .at registry does it similar by calling the operator, the nic.at operator, but here the registrant himself has to call and say, "I want to have some data updated. Please reset the log." And they charge the end user directly for that service. I think in the case of dotAfrica, the registrar is charging, if he has a business model for this, the registrant just to prevent for some cases where he forgets or some occasional things.

But if I look at the two main TLDs that are relevant in Vienna, .at and .wien, we have different kinds of business model, of operational model and we have common registrants. So I think if we would go for registry lock, it would be cool for the registrars to have a business model as partners and if we all had some similar implementation and not everyone having [an own] one.

So my proposal would be probably [inaudible] could organize some input from the registries and to work on a, let's say, recommendation how we could, we as Geos, could implement registry lock. And I just saw a comment on the chat that it's a problem with DNSSEC. I don't know how to handle this. But at least I would think for the small

registry .wien for implementing a registry lock I would not like to be a unicorn in the area of all registries, but I would like to have a similar implementation so that the registrars are somehow, if not happy, at least not unhappy with my implementation.

So this is what I would propose. That we could try to work on a set of recommendations that could be feasible with all the limitations that will come out during that process. Thank you.

NACHO AMADOZ:

We will go that way. There are a couple of comments that I will now go to, but first I think that this is also part of what we could be providing to the members. A common framework where we see if we are comfortable working together on this so that there's a common approach.

Now Marcus Faure says I like registry lock but many implementations prohibit DNSSEC key rollover, so we should work on that. And then Jeff Neuman—hi, Jeff—says many registries have had registry lock for some time already.

We know that and probably what we are trying to do is no different than what they have. But the main thing here is to see if we can find a common approach that we can say, look, you have a bunch of registries with a similar [target] with this Geo community oriented in this specific area that shares this procedure so that it makes it easier for your registrar to work with all of us.

Which is, I guess, one of the side features that we want to achieve with this approach to these different areas. Try to make as similar as possible when possible these approaches so that we make registrars aware that it is easy to onboard us all.

Let me see if there was any other comment in one way. That's from Jeff as well. Having different implementations of registry lock is a good thing. Standardizing it may compromise the security of the service.

So if at any moment any of you want to take the floor and elaborate, just please go ahead. Raise a hand so that I can see it on the top of the participants list. I don't want—Jeff, there you go. Please?

JEFF NEUMAN:

Sure. Hopefully, you can see me. So, yeah, I mean the registry lock service is designed to protect against mistakes or errors, omissions, or compromise of registrar services. If everyone had the same exact implementation of registry lock, it becomes a service that's much more easily socially engineered and in theory could, like I said, compromise the security of the service.

So if everybody, for example, had the exact same way of contacting the registry in the exact same format, in the exact same whatever requirements the registry has, that's not necessarily a good thing.

So I think at the end of the day there are many registries that offer registry lock for a particular fee and they often sell it through registrars

who can mark it up if they want rather than charge for each individual instance of contacting the registry, which they could do that too.

But, like I said, there have been many registries that have offered this for years. And I think perhaps having a discussion with the registries is a good idea, but I'm not sure that trying to standardize it necessarily is the right way to go.

NACHO AMADOZ:

I understand the point, Jeff, but I [would] have thought if we offered a standardized process that makes it easier for registrars but doesn't reduce the security of the feature because registrar needs to call the registry so you know who is calling you because you have identified that person as a secure contact or something like that. Why would that undermine the security of the registry if it is done the same way by 28 or 30 different registries?

JEFF NEUMAN:

Yeah, so the implementation that I know about and that has been operating, it's not the registrar that authenticates, that calls the registry up to make the change. It's actually the registrant that basically—because again you're trying to protect against the errors, omissions, and potential compromise of the registrar with a registry lock service. So just having a process where the registrar who may have been compromised calls in and tries to make the change directly with the registry, that kind of defeats the purpose of the service, or it could. Now that doesn't mean you can't have a three-way system

where, let's say, a video call between the registrant, the registrar, and the registry. It's not saying the registrar has to be left out of it necessarily, but that's not really—the design of the service is specifically to not involve the registrar because of potential compromise.

NACHO AMADOZ:

I understand. The two models that Ronald mentioned, one of them is with the registrant, another one is with the registrar.

RONALD SCHWÄRZLER:

May I just...? Jeff, this is exactly the question. Normally in a gTLD world one should not interact with the registrants. I know that some registries are doing this; some are not doing this. So exactly. Let's discuss, or if the ones that are interested, what could be the best solution. I know that dotAfrica is doing it all with the registrars, which somehow is, yeah, you want to protect someone from registrar errors and doing the same business with the registrar. So this is exactly the point I think we should discuss whether it makes sense that way or the other way. If we are doing it that way [inaudible] the end user, are then the registrars angry on us? Which is always something one should consider. So I like the feature as a security feature, but I don't know which way to go. So I would be happy if we could discuss this in the group and find a common understanding.

NACHO AMADOZ:

And maybe we can proceed as being [proposed] [inaudible] on the list which is what are the dos and what are the don'ts. And then we could come back to that document and use it as the basis for our discussion.

Let me go back briefly to some comments that Marcus Faure was giving me. He has some issues with the microphone, so he will not be able to speak. So if I misquote you, you're right, Marcus. So what he said is that he likes the registry lock but if domain updates are prohibited, DNSSEC updates do not work as well. And effectively you can never change the DNSSEC key you introduce which is not how DNSSEC should be managed.

I'll leave it there. Questions or comments in connection with this quotation by Marcus, please write them down so that he can reply to you in writing.

I also need to speed this up and finish the discussion because we are 25 minutes into the session and we need to proceed with the other topics. But we will work on this with Ronald, [inaudible], and whoever wants to join in setting up this document and preparing this for the discussions that we may have as a group to help establish the common template for the [inaudible] procedure, whatever it is.

Who is managing the screen now? Whoever it is, the change to the next section was applied. This was a proposal that came from [inaudible] and in parallel from Cedric from AFNIC. This is basically an open discussion as I understand about how are you doing in this situation taking into account that this has gone six months already into when it

started and it's going to be lasting. But [inaudible] and Cedric, you take the floor and you start the discussion. Please go ahead.

CEDRIC MICHEL-FLANDIN: Hi, everyone. It's Cedric from AFNIC for .paris. I was very interested to discuss with you guys the impact of COVID crisis on your business, especially if you observed some create rates or delete rates and variations of your [inaudible]. On the issue of predictions also for next year about it. And so if you have any actions to prepare for it, it would be very interesting I think to share it.

For instance, for .paris we did not make some relevant actions. We mainly made with the French TLDs and GeoTLDs with [inaudible], Alsace, Corsica, and Paris. We supported the webmaster group which is called the Friends of PrestaShop. PrestaShop is a tool to create easily a shop online, and they proposed to make for free this website creation for the first year. So we supports it for all French GeoTLDs and Paris supports it, but we did not make other relevant actions.

For this year we made also some actions with our main registrar which is OVH. OVH made a Facebook campaign. We financed €9 per domain name. That is to say the registry priced was decreased to €20 instead of €29. We saw a good quality of the registrations and it has mainly helped little companies and local companies to create websites with .paris TLD. But it's our only action for the moment.

So I will be very happy to discuss with you if there are also actions with other GeoTLDs. Don't hesitate to [talk]. Thank you very much. And to share.

NACHO AMADOZ: Thanks, Cedric. Thank you. I have some reflections on what we've done with .cat but please, Dirk, you go ahead first.

DIRK KRISCHENOWSKI: Yeah, I'd like to share also some experiences we made and some sales figures and so on. I think we discussed a little bit the corona thing in May already, didn't we, Nacho?

NACHO AMADOZ: Right. Yep.

DIRK KRISCHENOWSKI: Ah, okay. Yeah, so our employees are free to come to the office. They can stay in their home office, and they like their home office. We equip them with a laptop and a sitting ball or what they want to have for convenient work and not sitting on a sofa and staring on the laptop also and getting headache or back pain or whatever thing. So that works pretty good. So the office is more or less empty here in Berlin.

Another thing is we started monitoring the corona domains, so coronavirus and other usual keyword things, and monitor them. We didn't have any cases of misuse or something like this. Most domain

names have been registered I think for resale and not for actual use. Those that are used are used by law firms that have customers or things they want to go through with customers. And some public sites where you find information about corona things there. That works and we still continue the monitoring in case of anything there.

In terms of sales we have now some numbers here. We have on the new registrations, not on the renewed. I didn't check them especially because they were more or less the same. But on the sales side the new domain name registrations increased in the first half year by 10-30% between Hamburg and Berlin. So that's a pretty nice increase we had on the new domain registrations.

But I guess that since 80% of our domain registrants are small enterprises with one to ten people there, so many restaurants and small shops and agencies and whatsoever, there will be a downside in the upcoming time. Until end of September, we had changed law. So companies that had been bankrupted didn't need to report that until 1 October. Some companies even have not to report bankruptcy until March next year. So we don't know what happens there, but it looks like there are a lot of bankrupt companies that will show and that affects many small shops.

So we expect for at least in the next year, because we have domains run for 12 months, expect in the next six months or more a lot of deletes in domain names, up to 20%. Because we checked with how many restaurants we have, how many shops we have, advertising agencies, and so on and many of them are affected by corona and we

are cautious of celebrating our uptake in the new registrations. There will be I guess a downward trend in domain deletions later on.

So that's what I can report here. But the first half year looked promising, and I guess that's in line with other registries I have read on Domain Incite or [domain in use] about our business area. Thank you.

NACHO AMADOZ:

Thanks, Dirk. Yeah, we discussed about this in May. I think I remember that we focused specifically on any contingency plans that we may have put in place. Fee registrations [with] the keyword.

My update is nobody is coming to the office except me. Or when someone else wants to come to the office, we make a schedule so that we do not coincide here. But we've asked anyone not coming from Barcelona or with a private transport not to use the public transport to come to the office. And that means everyone. So that's me with my motorbike, the only one.

But this is going to be this way for we don't know how many more months, but we are sure not to come back to the office regularly—and “regularly” I mean just two or three people at a time—before February, March, maybe June. We don't know. So there's no clear end date in sight for us when it comes to resuming the activities basically at the office. And everybody is fine doing that. And we don't resent the lack of communication at the office.

It's not affecting operations. Financially wise this has been a good year because I was now retrieving the figures that I gave to the board in our

last meeting, and we have a 3% decrease on the budget that we devised pre-COVID December last year. But that budget was already very, very ambitious and we are fine where we are. And we have an 8% decrease in expenditures because of many of the physically meetings that we are not attending to or expenses that we saw that we could live without. And that reflects the expenses that we did not plan for like spending for a new home office for everyone that needs it. So financially we are fine.

We are seeing more registrations. Our main [track] here is .barcelona which is not performing very well. And that's a variety of reasons, and I think one of them is not being too present in the mindset of the public because the city council is using it and it's using it for different activities but it is hard for them to use it in a consistent way as we saw from the presentation in our last GA for .stockholm. So I hope that at some point we get there, but so far we are not. And this is not due to the coronavirus. This is because years go by and it doesn't seem to get into the mind of the public as .cat did.

So this is the update from me. What has been surprising, as you said, we have to wait for renewals, right? But renewals so far are on the good side, above 80-something percent. And financially wise we are good. We are fine.

I don't know if anybody else—because I don't see any hand in the participants list—wants to do an update. One of the things that we've done to—while I give time for anyone else to raise a hand and speak—is that we've made some of the programs we are running for

entrepreneurs and small-to-medium enterprises to create their own very, very simple website run them in a very, very good financial promotion. We are not getting huge numbers from them, but we are spending more on that. So if it were not for that, we would be on target with the income expected. So that adds up to what I was saying.

[David] says even if COVID slows down some actions plan—that’s right. That’s right. [David] is from the Barcelona city council, if he doesn’t mind me saying. And if he does, I’ve already said that. But you know him from our GA and the sessions that we planned in Barcelona.

I see no hands, so we can move along to the next section. That is for .gov. [Luis], you go ahead, please.

LUIS ANTELO: Here I am.

NACHO AMADOZ: We can hear you now, [Luis].

LUIS ANTELO: Can you?

NACHO AMADOZ: Yes.

LUIS ANTELO: Okay. I sent you a presentation.

NACHO AMADOZ: It should be included in this version. I'm not sure. It's Sue or Ronald?
It's you, Sue, right?

LUIS ANTELO: Oh, that's a weird typography.

SUE SCHULER: Yes, it's me. I'm running it.

NACHO AMADOZ: Thank you, Sue. So there you go, [Luis].

LUIS ANTELO: Okay. Full disclaimer: it wasn't in this typography. That's so weird, but
anyway we can go ahead.

NACHO AMADOZ: I'm sorry about that. Copied and pasted.

LUIS ANTELO: That's not a problem. It's fine.

NACHO AMADOZ: We didn't take a look at the typography.

UNIDENTIFIED FEMALE: Yeah, so....

NACHO AMADOZ: It's a COVID [inaudible], [Luis].

LUIS ANTELO: Totally. It's like Comic Sans. Okay, so if we can go to the next slide where we identified the needs that we have for the new website. Here we have some stuff that is quite obvious, like showing the diversity of the group or encouraging new members to join the group, and some things that the marketing [inaudible] asked for like showing the numbers on the [strength] that we have so that we can negotiate with companies and other actors.

So we started with this I think just when COVID started, more or less. If we can go to the next slide, as you can see we started that analysis in April. We started [inaudible] with several developing companies. We chose actually I think the cheapest of the offers. We went ahead. We are now working on the first version of the website that I'm not going to show you here because I don't think we have time. I only have some screen grabs, and I think that's enough. But there is already a better version online, and we're counting on finishing up and launching it before the end of the year if we can. Can we go to the next slide?

Here is a very quick version of what was supposed to be in this new website. There is nothing weird there. It's quite simple. It's a WordPress blog with some things that we added. We added a couple of things that are, I think, interesting. That's an individual page for

each member with all the information. We can go to the next slide if you want.

In the next slide we can see here the front page with a main content, a couple of other news, a compilation of the latest news of all the members from their websites if they have an RSS feed, Twitter account, I think Instagram account and Facebook, if I remember correctly. And finally, some fixed content, some fixed pages of WordPress.

If we go to the next slide, here is a sample of a domain page. In this case .cat. You're there, Nacho, as you can see. And in the next one the overlay menu and the final directory. There is just one thing that I have to ask you in the next slide. That's we set up a Google form online so you can fill your information, your feeds, the name of the members, and a brief bio of the people that you want to show there, the basic information that we want to compile before launching the website.

And I think that's all. I tried to be really, really fast, and I think I managed. If you have any questions, this would be the moment.

DIRK KRISCHENOWSKI: Hi, [Luis].

LUIS ANTELO: Hi.

DIRK KRISCHENOWSKI: It sounds good. I contributed already to your questions. The one question, which WordPress theme is it you are using for it?

LUIS ANTELO: I think it's a custom theme.

DIRK KRISCHENOWSKI: It's a custom theme? And do you already know which it is?

LUIS ANTELO: I think it's developed in-house by the developers, but I can check it for you.

DIRK KRISCHENOWSKI: Oh, okay. That would be interesting what it is. Okay, thanks.

UNIDENTIFIED MALE: Yeah. [inaudible] all the questions. Okay, Nacho, I think we can move on.

NACHO AMADOZ: Thank you. Thank you, [Luis].

DIRK KRISCHENOWSKI: One question. Sorry. When will the new website go online?

LUIS ANTELO: We're thinking about, well obviously, before the end of the year. We're thinking around December. There are a couple of technical things that we have to solve about the feeds. [inaudible] here now about the feeds from the [NStats] that we want to show on the website, and we're having some problems accessing the API. But basically, that's it. And we have to decide if we wait, I mean, if we decide to make the video that Josu is going to present now, if we wait for it or if we launch without the video. It's just minor details [afterwards].

DIRK KRISCHENOWSKI: Okay.

LUIS ANTELO: Okay? Thank you.

NACHO AMADOZ: Thank you, [Luis].

JOSU WALINO: If you want to take him to it from here because it's very related to what you explained.

JOSU WALIÑO: Okay.

NACHO AMADOZ: Josu, just wait for a second because there's a question on the chat.

JOSU WALIÑO: Ah, okay. Sorry.

NACHO AMADOZ: Can you confirm the link to the survey?

UNIDENTIFIED MALE: Yeah, yeah.

NACHO AMADOZ: Because he says it doesn't go through i.gal/t, right?

UNIDENTIFIED MALE: T, yeah. It should be.

NACHO AMADOZ: It's an i? It doesn't work for you?

UNIDENTIFIED MALE: Yeah, it's an i.

NACHO AMADOZ: It's i.gal/t.

UNIDENTIFIED MALE: Yeah, it does.

NACHO AMADOZ: Yep, it works for me. So, [Sebastien], you need to check your browser. Say, hello, Sebastien. We haven't heard you.

SEBASTIEN DUCOS: You haven't heard me because I'm too shy. No, I'll try again. It says that the site couldn't be reached, but I'll try again.

NACHO AMADOZ: So you're blocking new gTLDs, huh?

SEBASTIEN DUCOS: Yeah, it's my setup at home. No gTLDs.

NACHO AMADOZ: Juso, sorry for the interruption. You go ahead.

JOSU WALIÑO: Oh, no, it's okay. Okay, [inaudible] the video. Okay, when [Luis] proposed the new website and when he showed us the front page, we realized that we wanted the website to show up not only information about our meetings and a lot of people having meetings. Because if you see our news and everything we do, it's practically have meetings and show photos of our meetings.

So we wanted to show up at the website more information about the GeoTLD Group, the impact, the strength of the GeoTLD Group. So

when we go to talk, for example, as we were doing with WordPress.com or someone like this, we can show up in a very quick way the numbers. How many TLDs we are. How many members we are. How many domains do we manage.

The first area was to have some different [slides] on the website. And from there, we came up with the proposal of doing a short video, let's say one-minute video, in a storytelling way showing off the strength of the group. So this video could be used for the website and could be used afterwards by the members or by the group as well as a marketing tool to present the GeoTLD Group at any point.

We proposed anyway to have two versions of the video. The first one will be a full version talking about the GeoTLD Group. And then to have a specific version for each member that wants to have it so they can use it for marketing purposes. This kind of specific version should be a translated video so you have the GeoTLD video.

For example, in our case we could have the GeoTLD video to Basque. And five to ten last seconds specific talking about .eus inside the GeoTLDs around the world. So if you have a storytelling specific explaining what are the GeoTLDs, how many we are, which are our strengths at the end saying, "Okay, and .eus is part of the GeoTLD Group. We represent the Basque Country or the Basque TLDs here, and we are" whatever. And have these ten seconds for each member that wants to have the video specific for them as well.

I don't know if I explained it in a way that can be understood properly, but that's the idea of the video. So we will have, let's say, two versions.

The version for the GeoTLD Group on the website and then the version that each member wants to have by their own. There's a price. There's a specific price for the video. And then they will charge around €300 for each member that wants to personalize the video. That's the idea.

NACHO AMADOZ: Josu, you had some examples of the video.

JOSU WALIÑO: Yeah, I think that there was some link on the presentation, yeah. Maybe next one? Yeah, there is a link there. Sue, could you please? It's not working maybe?

SUE SCHULER: It's not coming up as a link for me.

JOSU WALIÑO: No?

SUE SCHULER: No, sorry. There's no link attached to that for me.

JOSU WALIÑO: Okay.

NACHO AMADOZ: You could send it over to the [inaudible].

DIRK KRISCHENOWSKI: It would work if you were in the presentation mode, or you would have to click CTRL and hover over the link.

SUE SCHULER: Okay.

NACHO AMADOZ: Maybe we can go back to the presentation mode.

SUE SCHULER: All right.

NACHO AMADOZ: Because it was showing just fine for me when we were there.

JOSU WALIÑO: Yeah.

NACHO AMADOZ: And if it doesn't, we change back.

SUE SCHULER: Okay, yeah, it looks like it's linking.

NACHO AMADOZ: Does it play for you, Sue? No, it doesn't.

JOSU WALIÑO: No? Okay, I'll check.

SUE SCHULER: Probably because I'm all hooked up onto my headset it's probably not playing and I'm not hearing this myself.

NACHO AMADOZ: In the meantime [inaudible].

JOSU WALIÑO: Okay, I'll pop it in the chat so you can see some example.

NACHO AMADOZ: Yeah, all right.

SUE SCHULER: Yeah, sorry.

NACHO AMADOZ: No worries. So the idea just to reiterate, Josu, is that if we go ahead with this, there will be a video for the website so that it shows a dynamic information about the group?

JOSU WALIÑO: Yeah.

NACHO AMADOZ:

Members, kind of TLDs, [that's not it]. But the names, the kind of areas in which we operate, the kind of TLDs that we are. I think that we also would need feedback about what are the characteristics that we want to highlight with the video, right? Because we may have an idea within the ExCom because we have discussed about it, but it would be good to have the input from anyone saying I would like this to highlight in a way my connection to the local community or my connection to the government or how easy it is just to replace your old name with the new one.

I don't know. These are just ideas that we need to integrate into this video and then put the different version of the video tailored to every specific registry showing the information about that registry in the video, right?

This is the video. Here we are.

JOSU WALIÑO:

This is just an example to see that we are talking about some images with data, numbers, or some points that we want to [strength out]. It's okay. It's just to see the idea about the kind of video we're thinking of.

DIRK KRISCHENOWSKI:

Okay, we don't hear the sound, but it contains sound. It's a voiceover explaining what is shown on the screen. So it's somehow an animated

video showing details and a voice explaining a lot of important messages.

MICHAEL PALAGE: Nacho, in the chatroom I gave you a link to how to share audio. It's a setting. So if you go there, you can figure out how to do it rather than quickly.

NACHO AMADOZ: Hey, Mike, thanks a lot. What time is it in Florida?

MICHAEL PALAGE: It's 7:00 AM. The first session was the hard one to make. I'm in regular coffee mode right now.

NACHO AMADOZ: Good to hear you. We get the idea of the video, I think.

MICHAEL PALAGE: Okay.

NACHO AMADOZ: Back to you, Josu, but I think that we really think this is a good idea. It gives a nice touch to the website. It serves as a good presentation item about the group but also that can work for each of us specifically and individually by adapting that video to the needs of everyone.

One thing I'm not clear though because we haven't had time to go through this and because this is just an idea and hasn't been [inaudible] yet is, how do you think that this specification to each registry would work? So images would be the same? They might be adapted to the kind of TLD that we are?

JOSU WALIÑO:

The specification, when we're working on something that's specific for each one, the idea is to have a specific translation. You need it in German or you need it in Catalan or in your own language, the whole video. And then personalized images, I mean, [inaudible] in our case, for example, if we are talking about the Basque Country we could show a map of the Basque Country and some images personalized for our TLD.

That's the idea. Have some seconds personalized for each TLD. With similar data. I can imagine that we are showing similar information but personalized information. Showing, in our case, how many domains do we have or whatever. Everything is still to define, but with personalized images something very specific for each one. But I think that, as you said, we need to have feedback from the members. Now it's time for us to define the video, to prepare some kind of structure of the video and share it among the members and have some feedback with ideas, with anything that people come up with for the video.

NACHO AMADOZ: And we need to see what the treasurer’s position on this specific expenditure to the adaptation for some members or some that are not interested [in doing so], but this shouldn’t be charged to the whole membership.

JOSU WALIÑO: No. I think I said before the video has a cost, and preparing a specific adaptation for each one is around €300 extra. So that’s something that we could pay for. Each one could pay [for] that adaptation. Or another proposal could be that these members that are interested and give feedback could be somehow, I don’t know, [helped] by the group or whatever.

NACHO AMADOZ: Mr. Treasurer?

JOSU WALIÑO: It’s the treasurer who takes care of the money, but you’ve seen my presentation. We have not a lot of money but we have money in our bank account. To motivate members to generate their own specific videos to contribute to the thing, I think we could ask the group [to carry] these costs that are about €300 per members. Which would be somehow repaid for the membership fee. Not keeping a rebate but pay something the member wants to have. So I think it’s €300 per localized video. We are able to fund this if there is agreement within the membership.

NACHO AMADOZ:

Good. So if in the following days there are no words of caution or objections about us moving ahead with this video, we will. This is not something to be commissioned tomorrow, but we'll take some days that we think that we have to. And then we'll propose a way for this specification within the parameters set by Ronald as the treasurer, okay? Good.

So I think that we are done with this section, and we can go to [inaudible] marketing actions. I'm going to skip outside for a minute because I have an urgent call that I need to take. But I'll be here. In case I don't, Josu or Ronald, please take over if I am not here. Okay? Sorry for that.

LUIS ANTELO:

Okay, Sue, if you can go to the next slide. Yeah, I wanted to share two really small humble marketing actions that we made during this year. I'll share them with you, and you can see. Let's go to the next slide. This one is about giving a domain name for every town hall in Galicia. Let's go to the next slide.

Galicia has 313 small towns or cities or villages. Some of them are really, really tiny. We're talking about less than 1,000 inhabitants. And they have a really, really tiny budget for anything. So the spending on technological or communication stuff is really minimal.

Anyway, we have like 80% of the names of the towns already sold. I mean, they own it but approximately 25% of these are not used. They

are simply parked domains. We have 20% that haven't even been bought. Can we go to the next slide?

We have all these names reserved from the beginning so no one else can buy them. We have here an [organism] like a federation of all these town halls that coordinate and help communication with them. So we plan two-pronged action here. The first one is sending a letter to the mayors, to each and every one of the mayors reminding them that if they haven't bought the domain name, they are still on time. And if they have it and they are not using, we can help them use them. Can we go to the next slide?

They have an internal communication [organ] like a magazine. So instead of publishing an article there that we made this, I mean, we published several articles there because we have a good relationship with these people. We decided to prepare a comic story because this magazine is—I don't know how to say it—but really boring. Really like civil servant, static, simple, uniform. So we thought that a comic story can be something that gives a little more impact.

We're going to participate with them in some training sessions that they are having. They want to have them [inaudible], but it's going to be difficult about cybersecurity and accessibility of their websites, etc. We're going to launch a really tiny media campaign to reach them. Can we go to the next slide, please?

Here's a little bit about our [comic author]. He's award winning. He published for [inaudible] and [inaudible], several communications.

And then in the next slide, we can have a look at some panels of this comic that we made.

This was the idea. We are starting with it actually during this week. The first letters are going out. And in a couple of weeks, the comic is going to reach each one of these town halls. We'll let you know how it goes. And we can go to the next action.

This is an award for new companies, spinoffs, you know, that are born from research groups within universities. Can we go to the next slide?

This prize already existed for years, but it has been languishing and simply losing relevance. So we decided to shake things up a bit and reformulate the basis of the prize of the awards looking for inclusivity, more support of Galician language, social responsibility, making a really transparent set of criteria, and setting up a jury with a clear—and when I'm thinking a clear it's like absolute majority of female scientists and entrepreneurs. We can go to the next slide.

In Galicia, we have three universities. We propose a new award that wasn't included in the old ones for research groups. We revamped completely the design and image of the awards. We made a mailing campaign to reach for new candidates, potential people that can present themselves to these awards.

With this we reached in a noncommercial way so they can have us in mind when they start new projects. With them, with universities, with the administration, and with communication professionals. The awards are supported too by a really well-respected science

publication, the main popular science publication in the Galician language. That has really experienced a huge surge in traffic during COVID because they inform [inaudible] and in a quite accurate way about what's going on. Can we go to the next slide?

These are basically the jury members. As you see overwhelming majority of females. They are [CEOs] that started companies that sprang from the Ph.D. thesis and stuff like that, their dissertations and all this. We can go to the next one.

This is the point in which we are now where during meetings and we're thinking about having some sort of awards ceremony before the end of the year. And we can go to the next slide.

And here is how we think we can measure return on investment in these two actions. For the town hall section it's quite simple because quite finite number of town halls and we know how much we are going to sell because they have to call us to release their domain names. So that's going to be quite easy. For the awards we have the metrics from the magazine. We can measure the impact in media, and we can follow up all the candidates, not only the ones that get the awards.

This is basically it. We just wanted to share these really tiny, really localized surgical marketing actions. If any of you have any questions, they're welcome. Thank you.

NACHO AMADOZ: Thanks a lot, [inaudible]. Again with the typography, I'm sorry for that. We just put it there and then it showed like this and I didn't notice the difference.

LUIS ANTELO: No problem.

NACHO AMADOZ: I don't know if there are questions. I don't see any hands. We're getting to the end of it, folks. So don't worry. You can ask questions. We have time. Next section, please that is on the next slide there which I think I saw Bea earlier.

BEATRIZ GUZMÁN: Yes, I'm here. Hello, everybody.

NACHO AMADOZ: How are you doing. Hi. How are you?

BEATRIZ GUZMÁN: Stressed but happy to be here with you.

NACHO AMADOZ: I know and we thank you for being here because you just ended another session literally five minutes ago. If you need to take over the screen, you need to ask permission from Sue. Do you have some slides or something you want to show?

SUE SCHULER: Nathalie, could you please promote Bea?

NATHALIE PEREGRINE: Sure.

SUE SCHULER: Thank you. Okay, Bea, you should be able to share.

NACHO AMADOZ: Thank you. Bea, you can?

BEATRIZ GUZMÁN: Thank you very much.

NACHO AMADOZ: Yes, you can. There you go.

BEATRIZ GUZMÁN: Can you see my slides?

NACHO AMADOZ: Oh, yes.

BEATRIZ GUZMÁN: Okay. That's it. Well, I just want to share with you that .cat email journey from the idea to the success. I wanted to include the first—I

hope the first and only—failure in this process. As many of you know, there are a lot of people that support our communities and will be happy to have our domains. But they are afraid of having a website or directly they don't want to have one.

So we realized that we needed to arrive to those people, and it seemed obvious that the answer was having an email in order to help them to have our domain extension. But we saw that there are a lot of registrars that offer a mailbox or even two mailboxes for free with a domain. But for some reason, people were not getting that message and were not registering, in our case, a .cat domain despite those good offers.

So we were constantly asking why, why, why and what can we do? So first of all, we noticed that the message of email for free with that domain was not reaching our community. Maybe it's because still don't understand the concept of a domain and they don't know what it means, what it means for them to get the domain to get the email. And we realized also that our target in this case was elder and needed special support during the registration process.

So we saw very clearly that the thing was the right message and simplicity in the registration process. We decided to create our first [inaudible] of email .cat. Everything seemed fine, and it came our first failure. We sent a call for offers to all our registrars to find at least one who wanted to offer the .cat [inaudible] and we found one. Everything seemed fine. They were very happy to have the opportunity to offer this special product. Requirements were very clear. The price was fair.

But the problem came when we launched this product to the market and we saw that the user experience was very poor. There was no support by phone to the end user. There was a complicated [inaudible]. And not all the process was in Catalan which is a very critical point to our community.

So we were trying to settle this to solve this problem. We were discussing back and forth doing some kind of modifications, but at the end of the day the registrar was not happy with this product because it is true that this was [extensive on] support to people.

I don't know if Nacho remembers, but we had a lot of people going directly to our office, old people, and asking support from us to create their domain. They even came with the money in their pocket because they didn't have credit cards and they wanted to pay us for the .cat domain. That was the [level] and we realized that this wasn't going good for anybody. This wasn't going good, and due to a lot of complaints and the support that we were assuming instead of the registrar, we decided to change.

So what? We didn't want to leave this part of the market, and we decided to start from scratch and do things the way we wanted. To do so, as you can see this is the path and the journey, we did a new call for offers and there was one registrar interested. We were happy, but the problem was that that registrar didn't have direct sales to [one] customer. So we had to look for an idea to solve this, and we decided to look for our seller working with that registrar and this way creating a partnership that we were able to offer what we wanted to offer.

After a lot of calls and emails between us, we finally arrived at an agreement between registrar, the new reseller that was created just to solve this problem for .cat, and us from the [inaudible]. So we created a new reseller which was a player with a lot of experience in this field of website development but with no experience in the field of domain industry. We were learning together and developing this journey together [leveraged] on their experience on website design and our experience and the experience of the registrar.

And we started to develop a website, the control panel, the support, etc., in Catalan the way we want. So thinking all the time of the end user and the target and working during the summer with a lot of pressure inside, doing testing, changes.

I don't know if also Nacho remembers the day before the launching we didn't have the payment channel ready, and we had a lot of stress on that. But we finally launched the product. And we did a campaign on TV, on radio, and campaigns online to get awareness of this product and relaunch this new opportunity, this new product.

Now this is the final result. We have a website which is called [inaudible].cat, [inaudible].cat. The registering process is simple. It's very easy. It's 100% dedicated just to create an email so people do not have to choose between hosting or certificates or difficult things. It's just focused on one objective. We're able to offer the email .cat 100% in Catalan with an easy registering process and telephone support which is very important for our community. And there's also the

possibility to buy a .cat email as a gift, which is something that also our community were asking us for.

We are proud. We are happy, but this is not the end. We have a lot of work to do. We want to offer two different email categories to separate and being able to offer a different level of service. We are working [inaudible] [Christmas] campaigns and we are working in agreements with companies with [ONGs] devoted to the same community as us, etc. This is very short, a short initiative, but this is the way we're working right now. I have to say that we are still in the process of creating awareness of this product, and we thought that this time the new configuration, the new features of the domain and the [inaudible] of .cat email will be enough and complete for our community.

And finally, I don't know if I have time, I want to show you the video, the introduction. It's very fresh. It's very nice. And it's all in Catalan. I'm sorry, but I guess you will get the idea behind this. [video playing]

NACHO AMADOZ: There should be some sound, right, Bea?

BEATRIZ GUZMÁN: Yes. There's no sound?

NACHO AMADOZ: No, it doesn't get through. Mike indicated in a comment before how to make the adjustments. But anyway, you can share the link so that anybody can listen to that.

BEATRIZ GUZMÁN: Yeah, sorry. Sorry for not communicating.

NACHO AMADOZ: Oh, no problem.

BEATRIZ GUZMÁN: That's okay. That's it. I don't know if you have any questions. We have a lot of work today. We have done a lot of [job] behind this, and probably we will find some troubles in the work path to success. But right now we feel more comfortable. We feel more confident with this product, and we feel that this is the right approach to the market. Thank you.

NACHO AMADOZ: Thank you, Bea. Thank you for the nice presentation. That applies to everyone. [inaudible], thanks especially. I see you from [inaudible] .cat. I don't know if there are any questions. I don't see any hands.

RONALD SCHWÄRZLER: Nacho, may I just drop a question?

NACHO AMADOZ: Sure. Go ahead.

RONALD SCHWÄRZLER: Do I get it right? I think it's the same idea or a similar idea to the one that .berlin showed us a year or two before? It's the registry offering email. So in principle you are somehow competing with your partners, with the registrars. I like the idea. Don't get me wrong. But you're somehow working against or in a field of operation that normally the registrars cover. Are they happy with that?

NACHO AMADOZ: Bea, you go ahead. This is your presentation. Sorry.

BEATRIZ GUZMÁN: Yeah, I think we all have the same idea. I mean, we're working on the same basis of having [inaudible] offer of email as a way to accelerate sales and the adoption of our domains. And I think that the difference is the approach of everyone here and the results. For some of you, it was easy to create a product by yourself, but we had to go through the registrars. And after our first failure—first, our failure, the only failure—we had to reconsider this and look for another way to do what we want. So I think that we are almost on the same page. Some were more quick to the market. I think we are also trying to accelerate sales and adoption, and that's the point.

NACHO AMADOZ: Before giving Josu the turn because I see his hand and before assuming that Ronald has no follow-up questions, let me just clarify one thing. It is not the registry formally offering email services. We have agreed with this company, it is a reseller, we have an agreement

with them so as to help to promote this, push this, see what are things that we see missing in the market. But we have no investment financially in this company. We have a very good agreement that gives us the space for this collaboration and in some ways we speak as if we are offering that because it's a product that in its design belongs also to us, but it is not the registry formally offering the services. Josu?

JOSU WALIÑO:

Yeah, okay. Can you hear me? Yeah? Okay. Thank you, Bea. [inaudible] because we had the same focus or a very similar focus on a similar [program]. So I just wanted to answer Ronald's question because we presented, I'll write it down for you, [inaudible] which is our own email service. It's an agreement with another reseller.

What we did to not have a problem with the registrars was to ask all the registrars if they were willing to have this kind of agreement with us to develop an email service with this kind of requirements. Requirements [inaudible]. We are not focusing on selling domains. I know that this is our business, but with the email service what we wanted to do was to offer to the public an email service using .eus for free because a lot of people were reaching us saying we want to have email .eus or [hotmail.eus] or something like that. We want an email service, a generic email service using .eus and using [inaudible] Basque language.

So what we did was to develop [inaudible].eus which means in Basque it's "me," me.eus. We are offering free email service using [inaudible].eus [brand]. And you can also register your own domain

name. You have three different services. You have the free one. You have the premium which comes with three emails. And you have the big one. There is another big one with any email number you want to have.

The [inaudible] has been very, very good. We did in just three months, we did [cuts off].

[END OF TRANSCRIPTION]