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Middle East Strategy: One Year Later

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Middle East Strategy, the FY14 Implementation Plan, and FY15 Implementation Plan

Middle East Strategy

- Community driven effort
  - A working group of 20+ community members

- Mandate
  - Three-year strategy

- Strategic focus areas:
  - DNS security and stability
  - Domain name industry
  - Internet Governance ecosystem

FY14 Main Outcomes

- Community-led effort

  o Task Force on Arabic Script IDNs

  o Task Force on Capacity Building and Awareness

- Annual Events

  o Middle East DNS Forum

  o Middle East and Adjoining Countries School on Internet Governance (MEAC-SIG)

- Key partnerships

  o Agreements with Egypt's NTRA and Qatar's MCIT

  o Launch of Lebanon's LINC

FY14 review and assessment: http://goo.gl/HGm3Si

FY15 Highlights

- DNS Entrepreneurship Center

- Domain name market study

- Regional and national multi-stakeholder forums

- Media outreach

- TF-AIDN: Universal Acceptance

- TF-CBA: Train the trainer

FY15 Implementation plan: http://goo.gl/K3Zhr4

Update on the Task Force on Arabic Script IDNs (TF-AIDN)

Community Driven Way forward

- Creation and oversight by community based Middle East Strategy Working Group (MESWG http://goo.gl/AdKaNh)

- TF-AIDN Objectives: a holistic approach

  - Arabic Script Label Generation Ruleset (LGR) for the Root Zone

  - Second level LGRs for the Arabic script

  - Arabic script Internationalized Registration Data

  - Universal acceptability of Arabic script IDNs

  - Technical challenges around registration of Arabic script IDNs

  - Operational software for registry and registrar operations

  - DNS security matters specifically related to Arabic script IDNs

  - Technical training material around Arabic script IDNs

Membership

- Currently **<u>26 members</u>** – applications still being received

- From **<u>15 countries</u>** – Australia, Egypt, England, Ethiopia, Germany, Iran, Jordan, Lebanon, Malaysia, Morocco, Pakistan, Palestine, Saudi Arabia, Sudan, and UAE

- Speaking than **<u>nine languages</u>** – Arabic, Malay, Saraiki, Sindhi, Pashto, Persian, Punjabi, Torwali, Urdu, with **<u>expertise</u>** in use of Arabic script from East Asia, South Asia, Middle East, North Africa and Africa

- Coming from **<u>diverse disciplines</u>** – academia (linguistics and technical), registries, registrars, national and regional policy bodies, community based organizations, technical community

Task Force on Arabic Script IDNs

- Membership open, community based

- Details and interests of members posted by MESWG

- Discussions publicly archived

- Details at http://lists.meswg.org/mailman/listinfo/tf-aidn

- Background and Introduction to TF-AIDN

  ○ http://goo.gl/of2p3s

- Workspace, news and document archive

  ○ https://community.icann.org/display/MES/TF-AIDN+Work+Space

- Email Archive

  ○ http://lists.meswg.org/pipermail/tf-aidn/

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Arabic Script TLDs Assigned or Delegated

1. الجزائر
2. عمان
3. ايران
4. امارات
5. بازار
6. پاكستان
7. الاردن
8. بهارت
9. المغرب
10. السعودية

11. سودان
12. مليسيا
13. شبكة
14. سورية
15. تونس
16. مصر
17. قطر
18. فلسطين
19. موقع

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IDN Variants Needs and Challenges

Security and Stability Needs

پاکستان U+0643

پاکستان U+06A9

xn--mgbai9a5eva00b

xn--mgbai9azgqp6j

- 120+ cases of visually same or similar Arabic script characters identified by case study team

  - Variants must not be allocated independently

  - Variants may need activation to allow user access (w/ different KB)

- 16 IDN ccTLD applications with 4 applications with variants #ICANN50

Security and Stability Challenges

- Consistency and innumerability

  › Consistent across and within TLDs

  › Minimal activation for manageability

- Management tools

  › Registration

  › Configuration and Maintenance

  › Security and Monitoring

- Usability in applications

  › Browsing, emailing, etc.

  › Searching, privacy, etc.

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Arabic GP Proposal Progress

Work Accomplished

- Arabic Script Generation Panel

- Principles for Inclusion, Exclusion, and Deferral of Arabic Script Variants

- MSR Analysis and Feedback

- Principles on Variants

- Code Points for LGR

Outreach to the Community

- Launch at the Arab IGF Meeting in Algiers

- Presentation during the IGF in Bali

- Outreach during the ME DNS Forum

- Presentation to the community at ICANN Singapore

- Presentation to the community at the APTLD Meeting

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Arabic GP Current Work and Next Steps

- Code Points for LGR [June 21, 2014]

- XML Manual [June 21, 2014]

- Finalize the discussions on Code Points [August 28, 2014]

- Finalize the discussions on Variants [September end]

- Whole Label Rules – Aug – Oct 14

  - Document principles for whole label variants

  - Define whole label variants

  - Release for Public Comments

- Finalization – Nov –Dec 14

  - Finalize LGR for Arabic script

  - Submit to ICANN/IP

  - Release for Public Comments

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Additional Work by TF-AIDN

- Recently held first meeting on Universal Acceptance of Arabic IDNs – work in progress

  - o Understanding and estimating the issues

    - Support by browsers and applications

    - Arabic email

      - Case studies by .sa Arabic IDN support and email

    - Challenges in configuring and managing relevant systems

    - Universal Acceptance and Arabic Variants

  - o Determining outreach strategy to follow up with relevant stakeholders

  - o Details at http://goo.gl/DO0XUh
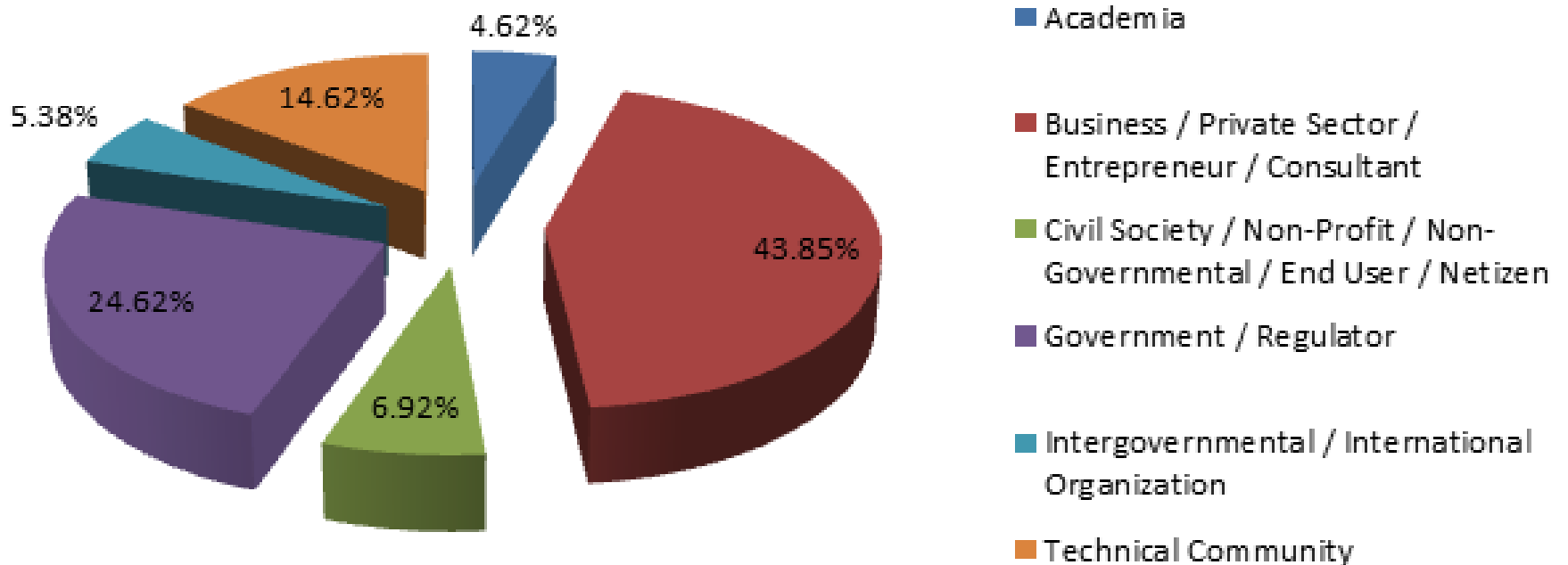
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The ME DNS Forum and the Program Committee

Middle East DNS Forum

- The First Middle East DNS Forum took place in Dubai, UAE, from 3 to 4 February 2014

- Hosted by the Telecommunication Regulatory Authority of the UAE, co-organized by ICANN and ISOC

- 100 participants and 30 remote participants

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ME DNS Forum Stakeholder Attendance

Pie chart legend:
- Academia
- Business / Private Sector / Entrepreneur / Consultant
- Civil Society / Non-Profit / Non-Governmental / End User / Netizen
- Government / Regulator
- Intergovernmental / International Organization
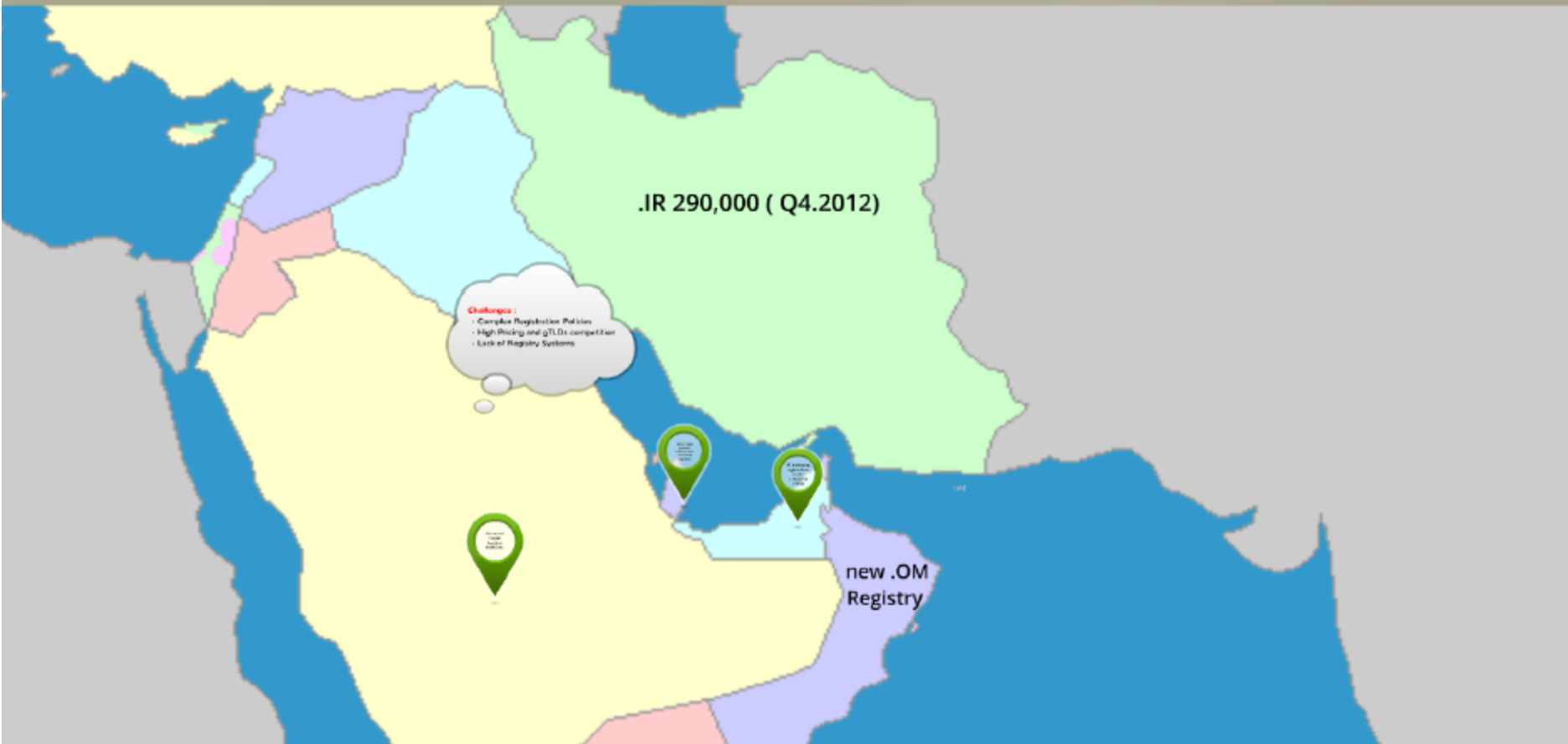- Technical Community

Values: 4.62%, 14.62%, 5.38%, 24.62%, 6.92%, 43.85%

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DNS Industry Development

- ccTLD Registries Reforms
  (Open, Easy, Quick, Efficient)

- Flexible Registrars on-boarding

- Competitive Pricing

- Marketing and Awareness
  (Product Focused and use of Social Media)

- Integration with Content Services

- Security and Trust
  (DNSSEC, Registry Security, ...etc)

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Middle East and New gTLDs

موقع. شبكة. كيوتل. موزايك. .

كاثوليك . عرب .بيتك .العليان

اتصالات. بازار. ابوظبي.

موبايلي. همره .كوم .ارامكو.

Doha. Dubai. Abudhabi.

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Registrars Business in ME

· 7 ICANN Accredited Registrars serving the Region :
Genious Communications (Morocco)
KuwaitNET (Kuwait)
Talal Abu Ghazala "Tagidomain" (Jordan)
Crazy Domains FZ LLC (UAE)
DM3 (UAE)
DreamScape Netwroks FZ LLC (UAE)
Etisalat (UAE)

· 1 ICANN Accredited Registrar in Pakistan (Packnic)

· Network Solutions provide IDN Registrations
under .com (in Arabic)

· New gTLD expansion is a business opportunity
(Branding and Trade marks protection)

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Active Engagement

- Internet Technical Standards Development
  (IETF, W3C, IAB, ICANN, ISOC ...)

- Policy Development (IDNs, new gTLDs, ccTLDs,...)
  (ICANN ccNSO, gNSO, GAC, ...)

- Creation and Coordination on Regional Fora
  (ME DNSF, Arab INET, Arab IGF, ME Strategy, ...)

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Stakeholder Engagement: What Worked, and What Did Not

Stakeholder Engagement and the Middle East Strategy

Strategic goals for ICANN's engagement in the Middle East are to achieve the following:

o Foster two-way engagement between ICANN and the broader Internet community in the region;

➔ ICANN's dedicated visit to Bahrain to engage with all possible stakeholders

o Build strong and competitive domain name industry in the region;

➔ Educate relevant stakeholders in Bahrain on the possible business models out there when it comes to the domain name industry (Registrar Accreditation, New gTLDs, ccTLD Operations, IP protection and trademarks)

o Promote multi-stakeholder Internet governance mechanisms in the region.

➔ Internet governance and the Arab IGF

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Stakeholder Engaged with During the Trip to Bahrain

- Telecommunication Regulatory Authority (TRA)

- All mobile operators (Batelco, Viva Bahrain, and Zain Bahrain)

- ISPs (Batelco, Viva Bahrain, MENA Telecom)

- ISOC Bahrain

- Business Entity (Gulf Future Business)

- 2 Universities (Bahrain Polytechnic, and University of Bahrain)

Key Topics Discussed

- Introduction to ICANN and what it does?

- The IANA Functions

- The NTIA Announcement

- L-root instances

- Introduction to Internet Governance

- Promoting the Arab IGF

- Online Business models untapped in the Kingdom (Registrar Accreditation, New gTLD Strategies, Domain Name Aftermarket, DNS and IDN Tools… etc.)

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SME and Business Engagement

Expectations

Challenges

Benefits and Values

?

Others
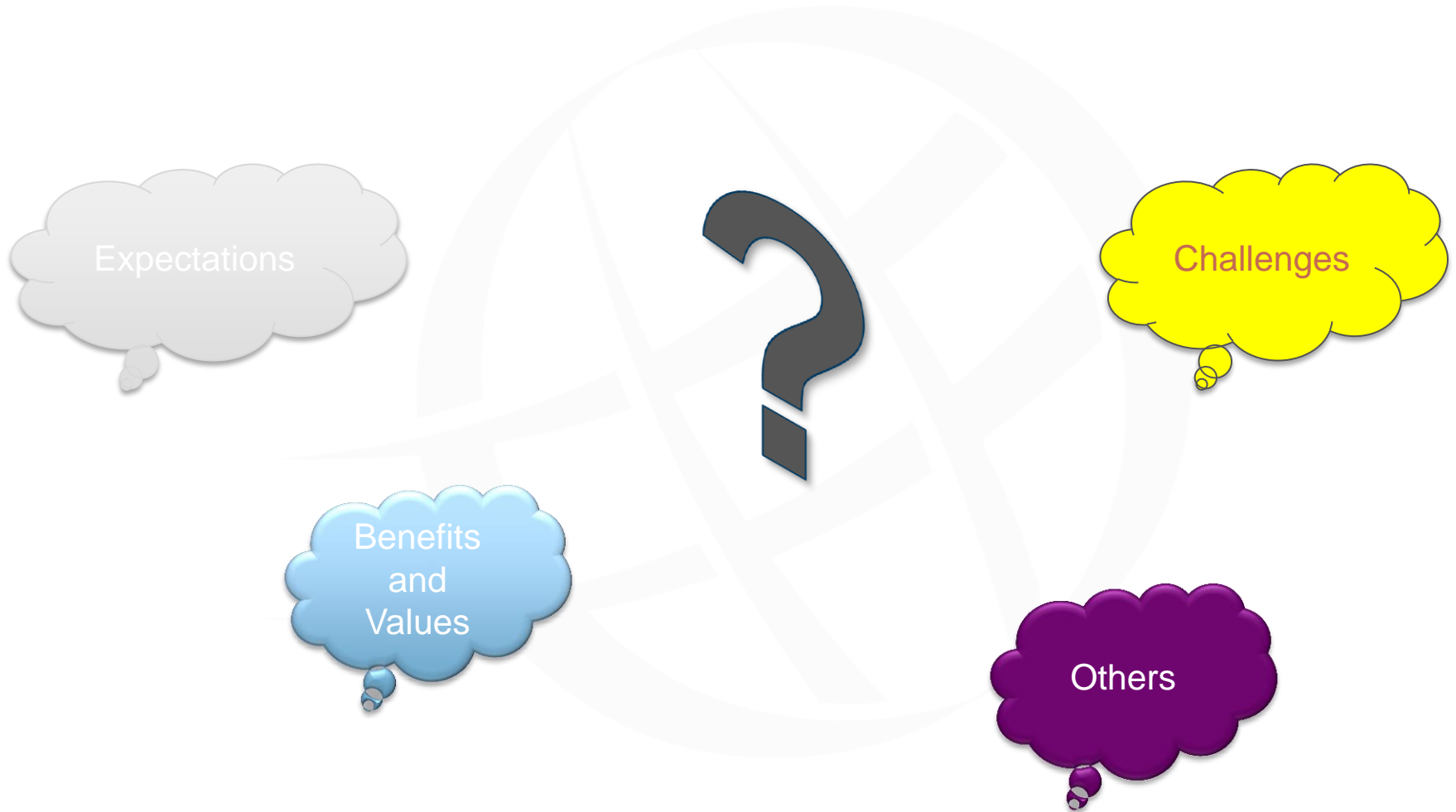
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Key Takeaways from Such an Engagement

- More coherence amongst the local Internet community

- Foundation for future prospects such as an Arab IGF and an ICANN meeting host in the Kingdom

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The TF-CBA and the MEAC-SIG

Capacity Building and Awareness Activities

- Task Force on Capacity Building and Awareness

- Middle East and Adjoining Countries School on Internet Governance

TF-CBA

MEAC-SIG

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TF-CBA

- Aim:

  ○ Understand capacity needs of the region

  ○ Coordinate the execution of programs and activities recommended in the Middle East strategy

- Five Broad Topics:

  ○ DNS Registry and Registrar Operations

  ○ Domain Name Marketing and Business Development

  ○ DNS Protocols and Technologies, including DNSSEC, IPv6, IDNs, etc.

  ○ DNS Security Planning, Management, and Enforcement

  ○ Internet Governance

TF-CBA

- Open call circulated on December 1st 2013 to interested candidates from the region

- 21 applications received

  - Steering Committee formed from within MESWG to evaluate received applications

  - All applicants welcomed on board

- TF formed in January 2014

  - Members from 10 countries: Bahrain, Egypt, Iraq, Jordan, Lebanon, Oman, Palestine, Saudi Arabia, Tunisia and Turkey

  - 4 females and 17 males

  - Combined expertise across all 5 topics

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TF-CBA

- Two tracks:
  - Instruction Track
  - Curriculum Track

- Train-the-Trainer Model
  - Ongoing discussions on how to implement
  - TF-CBA is a building block to move forward

MEAC-SIG

- Annual program of intensive Internet governance learning courses

- Aiming to stimulate and develop regional engagement in Internet governance

- Rotating yearly between countries of the region

- Comprised of interactive focused sessions tailored to fit the region's needs

- Covering various aspects of Internet governance: technical, policy, legal, economic, socio-cultural

- Including practical oriented workshops, round tables and case presentations

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MEAC-SIG

- Targeted Group:
  - MEAC region countries
  - Students, practitioners, researchers and professionals
  - Covering all stakeholder sectors:
    - Academia and Research
    - Civil Society and NGOs
    - Government and Public Sector
    - Technical Community
    - Private Sector and Business

- Plan to create a connected network of alumni students engaged in IG fora (globally, regionally and nationally)

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MEAC-SIG

- First edition hosted in Kuwait by the Kuwait Information Technology Society (KITS)

- 43 applications received (42 requesting funding)

- 25 participants:
  - 10 from Kuwait
  - 15 from 9 other countries: Afghanistan, Algeria, Egypt, Iran, Kuwait, Sudan, Tunisia, Turkey and Yemen
  - Around 40% females and 60% male

- 10 instructors:
  - 8 from within the MEAC region and 2 from outside
  - Spanning across different stakeholder groups

MEAC-SIG

- Program:
  - 5-day intensive agenda
  - Covering the following broad topics:
    - Internet history
    - Introduction to Internet Governance, issues and actors
    - IG stakeholders and the multistakeholder model
    - The domain name system, ccTLD/gTLDs and IDNs
    - ICANN and IANA
    - The domain name industry regionally/globally
    - Internet public policies, rights, diversity, online jurisdiction and cybersecurity
  - A mini-IGF and mini-MAG mock simulation conducted on last day

Questions?

Middle East Strategy Working Group (MESWG)

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