

**Transcription ICANN Los Angeles  
Joint Registry / Registrar TLD applicant  
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Michele Neylon: I will be starting in about 30 seconds. Good afternoon everybody. It's Michele, Chair of the Registrar Stakeholder Group, and on my left is Jennifer Standiford. Welcome to this first experiment in commercial marketing or pitching...

Jennifer Standiford: TLD elevator pitch.

Michele Neylon: It's TLD elevator pitch. Thank you, Jennifer. So there are going to be two sessions run this week. One is this one today, and the second one being run on Wednesday between 1300 and 1700 local, in which room, (Rob)?

(Rob): They just told us it's in the (CA) Showroom B, which is one floor down, and it's where Music Night will be, I think. So it's the same...

Michele Neylon: Different hotel.

(Rob): Different building. Okay, never mind.

Michele Neylon: Never mind.

(Rob): It's on the schedule as that, so it is (CA) Showroom B, which is one floor down by Registration.

Michele Neylon: Okay, thank you. This is the first time that we've tried to do anything like this. And depending on how this works out, we will try to run these kind of sessions again in Marrakesh, and wherever we end up after Marrakesh, which still hasn't been announced.

The first - you each have been allotted a particular amount of time. Jennifer? And Jennifer will be acting as timekeeper and running the session, because I'm going to be leaving. The first up to pitch is Mr. Frank Schilling, so I'll hand over to Frank.

Frank Schilling: I presume we just sit here. Hi everyone. I'm Frank Schilling. What a pleasure to go first. I got to tell you I'm flattered to be in everybody's company, and to be here with you all in Los Angeles.

So I want to talk about .LINK today. So I wanted to talk about .LINK because for those of you who don't know me, first of all I'm Frank Schilling. I started Uniregistry. I started out buying a single domain name. I'm a registrant. I bought one domain name in 1999. It was a typo of a name by accident, and then fortunately it was early in the Internet, and the correct spelling was still available and I got it.

Then I bought two domain names. Then I bought three. Then I bought ten. Then I sold one, and I bought 20. And I sold a few more, and on the back of that I built a large sales platform for selling domain names in the secondary market.

And then the new TLD opportunity came around and, you know, I missed the earlier rounds. And I thought, well this is a great chance for me to go out and be a TLD operator. How cool would that be, to be able to type a name I make up in the address bar, and it'll work? You know, wow. And that's sort of how we all kind of got here, and this is where we are today.

And anyway, so jumping right in because I'm on a time limit here, .LINK was one of the strings high on my list. Why was .LINK high on my list? Well it's generic. It's really simple, and as you can see, it works for almost everything. It's logical. It crosses borders. It works in countries where English isn't the first language, but ASCII is accepted.

It is, you know, a dynamic string, so it can be offered in several different ways. It's logical. It's a string that you'd want to own. And we're able to offer it at very, very low prices because we didn't have to pay dearly, as you would for other logical generics to acquire it. If we would have gotten .WEB, for example, we might have had to pay, you know, \$50 million to acquire a string like .WEB. I speculate that a string like that might go for that kind of money.

In order to get a string for \$50 million, it means you have to make \$50 million back. And to do that, you need to offer your strings either for a lot more money, or in greater volume, or you need to be somebody who acquires it like, you know, a Google or an Amazon or somebody like that, who would acquire it and use it as a (unintelligible) who could afford to do that -- take on that \$50 million burden.

With .LINK, we were fortunate to get it uncontended. And so we're able to offer it to our registration base at a suggested retail of \$9.99. But wait. This month we've discounted it as low as \$5.88. We always try to hold a 50% margin for our registrars. Our registrar partners will always make half of what we suggest that the string sell for.

So, you know, it's an unusual dynamic. LINK is an unusual string in that it's imminently logical. It's completely open and available. It's offered on, you know, modern infrastructure in a delightful open manner. And it's cheap, you know -- very, very low price.

I truthfully believe if I didn't own .LINK - own it, that's actually probably an awkward way to put it. If I didn't operate it, if I didn't control it, if it wasn't under our registry at Uniregistry, then, you know, I would want to. It's one of those strings that just makes sense as an SLD to a registrant base.

And it's viable. So if you're looking for .COM - and as a registrar, why is that important? Because as a registrar, you know, in a competitive landscape, I might make, you know, or you might make 18 cents, 22 cents, on a registration -- selling a .COM, and have difficulty finding an exact match.

In .LINK, you know, it's like going back to 1993 - actually '92, because there were only 35,000, 40,000 names registered. And nearly everything is available in .LINK, and so you can offer a viable alternative and make, you know, 50% of a \$9.00 registration. You know, sort of \$5.00 on a registration to the registrar. That's, you know, a wonderful combination.

At Uniregistry, when you're a Uniregistry registrar, you don't have to pay in advance. You can pay in arrears with a credit card. So you can use your American Express, gather the points, and buy your wife something really great, and/or husband something really great with the points, and pay your bills in full at Uniregistry using your Amex, MasterCard or Visa. You pay in arrears, not until you sell something. So it's really kind of a no-brainer.

And the best part about .LINK is once you are accredited to sell it, you're also accredited to sell all other Uniregistry strings, which are 22 and growing. So two minutes left, I'm going to quit early to give our competitors a chance to speak for their string, because none of them have anything nearly as good as .LINK for this kind of money. You're next.

Jennifer Standiford: Thanks, Frank. Jeff, yeah, I'm going to put them up right now. I'm just toggling laptops. Just give me a second.

Jeff Eckhaus: So I'll stand up in the beginning, and then I'm going to sit back down and introduce myself. My name is Jeff Eckhaus. Many of you know me from my years on the Registrar excom, where I was treasurer and vice-chair. And I'm still very active in Registrar Stakeholder Group.

But today I'm here presenting on behalf of Rightside, which is the company that is the parent for eNom and name.com, and also for Rightside Registry Group, which is now the holder of, I believe, 33 TLDs.

So first I'm going to give you an overview about Rightside, what we're doing, and then afterwards I'm going to speak to you about ATTORNEY and LAWYER, two of our TLDs on our platform. So I'll wait for Jennifer to bring this up.

Jennifer Standiford: Can I get somebody from the ICANN IT staff come assist me for a second, please?

Frank Schilling: Jen, if you like, while we wait I can talk about LINK some more.

Jeff Eckhaus: Frank wants his two minutes back. Please go ahead.

Jennifer Standiford: Sorry, guys. My laptop is not functioning with the overhead.

Jeff Eckhaus: I'll go with this one here. Sorry about the technical delays. So as I said, you know me from the times on the Registrar Group. And one of the things I'd like to - when I'm talking here from Rightside Registry, just think about a lot of the information I'm telling you is from our registrar point of view, and talking to the other registrars here in the room, how you can present it to your customers.

So when you see me talking about how we're presenting things, I'd like you guys to realize this is something we encourage you to use -- some of these ideas, these themes -- as you work on your marketing plans and sales plans.

So Rightside believes that a domain name can be much more than a Web address. We think this is going to be bigger on how people present themselves online. And one of the ways that we're doing this, and how we thought about this when we came to it is we thought about the main way people can do this is with a growing number of carefully selected TLDs.

And for us, many of you think of us as a portfolio applicant, and what we came forward with our applications. But there's actually some method to the madness of what we picked. It wasn't just everyone sitting in a room picking names out of a hat.

And the way we put this together, and I think a simple way that we see it and we arrange it is into five distinct categories. These can move between the categories, but the professional ones -- ATTORNEY and LAWYER -- which I'll go over in some more detail in a few minutes.

Moving over to things for small and medium businesses like PUB, which hopefully we'll see a large presence in our Dublin meeting next year. And moving across to some for the businesses, they're horizontal, where businesses can put their social aspects, what they're doing socially on line. Two horizontal ones, fun things like NINJA or ROCKS or FUTBOL.

So this is the categorization. This is all this information. By the way, I'm going to go through this quickly, because we only have a few minutes, but it's on our Web site.

And then some of the benefits, as I mentioned before, that we think people will be able to choose a domain that is unique for them. It's more descriptive.

It'll help them increase their presence online. And as we all know about new TLDs, a lot more choice for the consumer.

And as I mentioned, we are more than just our TLDs. We have our registrar channel of eNom and name.com. And besides that, we are also partners in NameJet, which is a place for aftermarket domain sales.

So one of the things for the registrars I wanted to get to with this slide is our back end. This was something that started off basically from scratch two years ago. And at this point we have over 150 TLDs launched on our platform.

We have over 100 registrars onboarded to our platform. If you are accredited for one Rightside TLD, you are accredited for all Rightside TLDs.

And we are also the back end platform for Donuts. So it's a very easy process if you're accredited for Donuts, you're basically - you're almost accredited on our platform. It's just a couple of other steps to get accredited. So very efficient process.

And we do have a lot of customizations that we've built for people, things such as (DPML); tiered pricing -- so premium domains; and extended claims.

So I'll go forward. So what can we do for you? One of the things I wanted to bring to this group - and you can reach out to me. You sales manager is - some Q4 pricing promotions. I won't go into the details of this, but we're looking for, you know, registrars to sign up. You can send an email to [info@rightside.co](mailto:info@rightside.co) to get some more information on that for your Q4 promotions.

And I wanted to give, for this group, before ATTORNEY and LAWYER, some quick (unintelligible) samples of some really cool things that we've seen people doing with some of our TLDs.

So (FC20) -- I'm sure I'm mispronouncing it -- is a Turkish football club. They've moved their site onto (20.FUTBOL). A really cool one we've seen is (SCOLIS.SOCIAL). It was an effort by the Vatican to connect their schools worldwide. A lot of great press. Really interesting connections there.

And I'll go through these, some other. So some other examples here of some of the sites we've seen put up. One cool one that we like, (Coco Belle). She changed her personal Web site to (COCOBELLE.ACTOR). And my other favorite band, (Sticky Dirt), they put (STICKYDIRT.ROCKS) as their new site.

So some other fun ones - this is - my other personal favorite is (CROISSANT.REVIEWS). Everything you want to know about reviews in Paris on the best croissants.

So as you can see, a lot of really cool ways people have been using some of the Rightside TLDs. I think we'll be putting up some of those on our Web site, so you can go through it. And if you have some questions, you can always ask me. I'll show you some of those sites.

And as I said, we're in a lot of different markets -- sports, media, entertainment, financial services. But the one I want to talk to specifically today is the legal world, and that is the LAWYER and ATTORNEY domains.

So the legal profession, as we all know, it's changing. Firms - people are leaving. There's a lot of law school graduates, a lot of specialization. And people are looking to find themselves online. People are trying to get found online.

And then for those people, like for lawyers, they're trying to reach their prospects. And we think one of the best ways to do this is to break through the noise, to get through there, and that is with an ATTORNEY and LAWYER domain name.

You know, some of the examples we hear are ENVIRONMENTALLAWYER.COM to ENVIRONMENTAL.LAWYER. But I think one of the cool things is a lot of people have their name, and it'll say something associates or something and partners, you know, whatever the other extension would be, where you don't know what that is.

With an ATTORNEY and LAWYER, you automatically reinforce your brand every time you're communicating with your customers, with your clients, that you are an attorney or a lawyer.

Oh, sorry. One last thing I wanted to comment on that, there was some confusion the other day. You do not have to be a lawyer or an attorney to register one of these names. I know some people had asked, and there was some information out there. So I just want to clarify that we're not checking if you're an attorney or lawyer, because we don't believe that.

We're not checking if people are offering legal advice, because we think there's some really cool ways people are going to be using these. For one, we think that if you're a lawyer at a firm, you just want to be found online. And people switch law firms.

Forward to your corporate Web site, or forward to your LinkedIn profile. And it's something you can carry with you. And it's a portable way, as a lawyer and attorney, as you move through your career, people can find you and people can find your email.

And we also think besides on your name, I think there's really great opportunities on premium domains, and these premiums are really fun ways for people to find you. As we said, there's geographic targeting -- the NYC attorney, California. You can have your specialization - two minutes, okay.

You can have your specialization, you know, if you're a tax attorney, a patent lawyer. So if people are searching for you in Google or Yahoo! or Bing, whatever it is, they're looking up those terms, and that's where your domain is. And that's how they'll be able to find you.

And then of course, there's even more specialization. You can get your geo plus your specialization -- LA copyright attorney, Atlanta DUI lawyer, whatever that may be. All of these are available right now. We opened up last week. A lot of registrations going, a lot of great names still available.

And any questions about ATTORNEY, LAWYER or any of the Rightside TLDs, feel free to come up to me or any of the other folks from Rightside here this week. Am I good?

Jennifer Standiford: Yes.

Jeff Eckhaus: All right, thank you.

Jennifer Standiford: Thanks, Jeff. Appreciate it. Roland with .ORGANIC, just want to come on up this way? We have now fixed the computer situation. Wherever you prefer.

Roland LaPlante: Testing, testing? Here we go. Okay, thanks. We've talked a lot about organic growth in the industry, and I want to talk about growing .ORGANIC. There's a huge opportunity here for all of the registrars particularly, because this is already launched.

So what is .ORGANIC? It serves a growing \$35 billion industry. This is only in the US. And of course organic goods and services are growing worldwide. And this is going to be one of the most important food markets for the future.

.ORGANIC itself is restricted to the organic community and those serving it. And I'm going to talk a little bit more in detail about this in a moment.

So 100% of the registrants are going to be verified by a process that Afiliis has put together, and we think this verification will offer a protected space to those who are legitimate participants in organic. And that's going to end up giving the TLD more value and credibility over time. And of course to pay for this credibility and verification, the wholesale price is at \$50.00.

So the target for .ORGANIC is business, organizations and professionals that are engaged in the production, distribution, certification and promotion of certified organic goods and services. It's a reasonably broad definition, and there are a number of different registrant categories which I'll talk about on the next slide.

But they should be easy to find in a registrar's book of business. I'm going to talk about a few examples down the road, but if there are names in the registrant record like organic, organically, certified, USDA, natural, healthy, local and many others, these all are in the registrar fact book which every registrar has. There's a host of details about how to target and pitch .ORGANIC to certain customers.

So what do you use a .ORGANIC for? Well some registrants - many registrants in the organic business, or many prospects in the organic business have organic as part of their business name. So for example, there's a big company in the US called Stonyfield Organics. They do yogurt products and so forth. They're actually one of our pioneer domains, and they can use this for STONYFIELD.ORGANIC, all right?

They can also use the .ORGANIC for products and different sale campaign ideas. So they have a line of products called Mooville, Stonyfield Mooville, and they could use MOOVILLE.ORGANIC, which immediately communicates to anybody that sees an ad for MOOVILLE.ORGANIC, that this product is organic.

They have YoKids, a line of YoKids that can be YOKIDS.ORGANIC. And YoGetters can also be .ORGANIC. And again, that communicates to anybody that sees an ad, that sees an email, that sees a campaign line, that sees anything, any communication about this, that we're talking about an organic product here.

So there are nine eligibility categories for registrants, and these range from - most of these are entities that can be certified by an official organic certification agent. We're in touch with 57 different organic standards worldwide. We know there are more, but this covers the vast majority of it.

And these range from food and drink companies to farmers to retailers and distributors; restaurants specializing in organic food; textile products, like organic cotton; organic certifiers themselves will qualify for a .ORGANIC. And even non-profit and trade associations that serve the organic community will qualify, even though they themselves cannot be certified.

And then we have a final category that we expect a fairly few number in that are called friends of organic. These are bloggers, other communicators and so forth, who again can't be certified because they don't - you know, they're not growing stuff in the ground. But they do a great deal for the organic movement itself and deserve to be in a .ORGANIC name.

So the registration process is a little bit different than the standard registration process. And so some registrars are not quite ready to take this on. So the registrar registers the name just like they do any other name.

The registry then sends a code to the registrar by (EPP), and the registrar needs to communicate that code to the registrant via email, so that the registrant can click on it and go to a verification Web site to provide the information they need to provide in order to verify that they're a legitimate organic organization.

So Afiliis operates the verification Web site, and the tricky part of this whole thing is to get the registrant, once they receive this email, to go to a separate Web site, create a separate account, and provide their verification credentials. And we're in the process of working through ways to make that easier now.

But this is going to be a model, we believe, for downstream TLDs that will also require verification -- TLDs like VOTE, like NGO, and so forth. So this is an important thing for us to get right at this stage of the game. It's also an important thing for channel members who plan to do these verified domains, to work with us to figure out how to do.

And once the registrant verifies the information or provides information we can verify, then the registry will unlock the name and it resolves. How are we doing on time?

Jennifer Standiford: Doing good.

Roland LaPlante: Okay. All right. Thank you. So we have a number of major participants in the .ORGANIC space, in the organic space, that are already pioneer domains for us or anchor tenants, if you will.

Stonyfield, I talked about those a moment ago. (Bitsy's Brain Food) is a pretty new company that's organic. The Organic Materials and Research Institute has signed on. (Applegate) has a big line of organic and natural meats. (Nibmore) is a chocolate company. Awesome stuff. And Rodale Institute, which is really the granddaddy of the organic movement here in the US, has signed on and will be using a .ORGANIC address as well.

So we have a few more coming on, but these are our main anchor tenants so far in .ORGANIC.

The registry is providing support to the channel, sort of the normal kind of support you'd expect. The verification process itself is run completely by the registry, so you guys don't have to hassle with it or so the registrars don't have to hassle with it.

There's a fact book available to every registrar that has, you know, the full set of information needed -- the positioning, the target audience, the key words to look for, the logos, so forth and so on. We even have a launch promotion which offers 50% off until the end of this year, and then you can get as much as 90% off for the first six weeks, which changes on October 31. And you can see pictures of the two items there.

And we also have a pretty active Tweeting, Facebook, blogging presence for .ORGANIC. And we've been participating in organic trade shows. We were actually displaying at Natural Foods Expo East, which was in Baltimore a few weeks ago. It's the biggest natural foods - natural and organic food show in the eastern US, and we got a lot of very positive feedback and registered a fair number of names at that show.

So we think .ORGANIC is different. It does have the verification process. It has a very clear target audience. It's a huge and growing space. We feel that the organic community deserves its own dedicated, protected space on the Internet, and that's what .ORGANIC is all about. Thank you.

Jennifer Standiford: Thanks, Roland. (Grace), we can be ready in one minute. Next we'd like to welcome Grace with .TAIPEI. Sorry.

(Grace): Good morning, ladies and gentlemen. I'm (Grace) from Net-Chinese, the official registry service provider for .TAIPEI. On behalf of Taipei city government, I'm honored to be here and introduce you to .TAIPEI. After this presentation, I hope you have more understanding of this new coming city TLD.

Before we get into - sorry. Sorry. Before we get into the introduction of .TAIPEI, I would like to share a short film with you which is made by Taipei city government. From this film, you will see how Taipei looks like most days, and how easy to get around in this friendly city.

((VIDEO))

Woman: ((Foreign Language Spoken 0:29:19)).

Man: ((Foreign Language Spoken 0:29:20)).

Man: You can take the bus. You can take the train.

Woman: ((Foreign Language Spoken 0:29:25))

Man: Different from other cities I've been.

Man: ((Foreign Language Spoken 0:29:28)).

Woman: (Unintelligible) but you can also get out of the city really fast.

Man: The free Wi-Fi has great coverage and it's (preset).

Man: (Unintelligible) is really really easy to get around.

Man: ((Foreign Language Spoken 0:29:41))

((Crosstalk))

Man: ((Foreign Language Spoken 0:29:24)).

((VIDEO END))

(Grace): So after this film, does anyone feel curiosity to know where Taipei is? We're going to have a little bit more (unintelligible) on Taipei on the next page. On this page, as we can see, Taipei is a city surrounded by many countries in Asia. According to her unique location, following with the increasing collaboration with other Asia countries and related areas, Taipei has become a gateway to billions of Chinese communities.

Meanwhile, numbers of (unintelligible) companies set up their branches in Taipei due to the advanced technology, convenient transportation, design thinking and similar culture background.

(Unintelligible). Simply connect with China, Japan and dozens of other Asia countries within just a few hours. Taipei can also be seen as a fine relay station for China and Pacific countries. (Unintelligible) so Taipei is not only focused on Asia markets, but also for any kind of activity around the world.

2014 is a really exciting year for extension milestones, as you may know. There's over 300 new gTLDs have been delegated and provided for Internet use. Proudly to say, Taipei is the capital city of Taiwan, joined with other (unintelligible) cities, is going to embrace her own geography top level domain, .TAIPEI, also prove herself as a gateway to Asia market and feelings of worldwide Chinese-speaking community on the Internet.

Now I'm going through some information about .TAIPEI. After a long time waiting for registry agreements finally (signed) in August between ICANN and Taipei city government, and now for size of delegation. .TAIPEI (unintelligible) in November 2014.

As I mentioned before, .TAIPEI certainly welcomes everyone around the world to (unintelligible). The (unintelligible) is in November 2014, and there is no local preset limitation for applying during sunrise (unintelligible).

As long as applicants are interested in marketing Taipei, running (unintelligible) business, or holding different kinds of activities in Taipei are all welcome to apply. .TAIPEI can be accepted in (unintelligible) and Chinese characters as well.

Now I would like to briefly introduce you about .TAIPEI registry service provider, which is us, Net-Chinese. Net-Chinese locates in Taipei, Taiwan. It's the registry service provider for .TAIPEI.

Net-Chinese is the only ICANN accredited registrar in Taiwan. Moreover, (unintelligible) registrar with registration capacity for over 170 gTLDs. We are also the agent for (unintelligible). Net-Chinese has (unintelligible) over 300 top-level domains around the world.

Now for the last one, if you would like to learn more about onboarding .TAIPEI, please feel free to contact us by email or leave your name card, or you can just come by and talk with us. We are certainly any conversation in person during this meeting day. Actually we have booths in Asia community, so feel free to visit us. And thank you for your listening, and enjoy the rest of your day.

Jennifer Standiford: Thanks, (Grace). Can we welcome Ben Crawford for .LA? Ben, come on up.

Ben Crawford: Thanks everyone. So I'm Ben Crawford. I'm the CEO of CentralNic and we're a partner in the .LA marketing company, which is essentially the registry operator. We play that role.

And welcome to LA. So LA is the geographic name, domain name, for Los Angeles. For years, we were the only city TLD, and so we're very happy now that we'll have the company of others that will help to educate the world about city-based TLDs.

It's a repurposed domain. The original usage of the domain was as the country code for the Lao People's Democratic Republic in Indochina. And we have a rolling contract with the Department of Post and Telecommunications in Lao PDR, under which we handle the global marketing for .LA outside of Lao PDR.

It's a domain with a wonderful audience, very large. 10 million population in LA county. 16 million population greater LA, and obviously even more in southern California. Massive economy. Over \$826 billion a year. And at the moment, or certainly for the past few years, it's been a real hot spot for new Web sites.

In the .COM, .NET, .ORG zones, there are hundreds of thousands of domains in .LA, and we've already observed the behavior of people with a domain name that included LA at the end of their second-level domain converting, so that they had .LA at the end of the domain.

The great thing about .LA is it's established, and it's already proven that Angelenos like and use the domain. Basically, most of this presentation's just showing you how they do it. It's mostly used by locals for all sorts of different reasons, all different kinds of companies and so on.

But it's also used globally for the LA lifestyle. So you'll see that talent schools and tanning salons and fitness trainers and surf shops and so on in the UK and Germany and Australia and so on will use .LA in order to represent the LA lifestyle.

And lastly, it's also used often as a hack. So Mozilla, for its bug tracking software, uses (MZL.LA). Aston Villa, the British football team, uses (ASTONVIL.LA). There's a site called (KEEB.LA), to help you find the direction of Mecca. Wherever you are, that's the site to go to. And (BAB.LA), that's a big translation site.

So there's actually many established serious Web sites that are using .LA for hack. But mostly it's being used here in Los Angeles.

So we have government organizations, museums, parks, schools. The new stadium, LA Stadium, uses (LASTADIUM.LA). Business for local consumers, so online businesses like (eTextbooks), (CareerBoost), et cetera. Many, many, many local businesses are using a .LA domain, so these are examples of fashion businesses, Web design businesses, everything under the sun uses .LA domain names locally.

In the entertainment industry, it's used not only for people based in LA, but who want to seem all that, they're part of the entertainment industry. Advanced networking, art week, fashion week. Very large, serious events in Los Angeles use .LA domain names. Many blogs - again, for people that want to show that their local.

So the key thing here is that Los Angeles not only has a very significant visitor population, and when people are visiting Los Angeles, the L.A. domain name shows people that this is a local merchant.

The startup community in Los Angeles is really blossoming at the moment, and so there are actually accelerators like Amplified L.A., actual investor communities like launchpad.la and so on that are developing. So .la has actually become part of the framework of new entrepreneurs starting up in this city. On the home and reality side, again, anyone selling property in Los Angeles it makes a lot of sense to have .la in your domain name, and many, many of the local realtors do.

On our side what are we doing? We've done a lot and we continue to do a lot to ensure that .la continues its growth in this city. We have local staff and contractors who work for us who are reaching out to different important bodies, the whole Silicon Beach community, which is the center of startups here, entertainment industry, obviously the hospitality business. You'll see

there's an awful lot of bars, clubs, restaurants that use .la, and reality is very important.

We're working on placing some high profile names. There are many, many large organizations that have claimed the .la and hold it in a - for brand protection purposes, but we're moving to people using it more frequently as well among the large corporate sector.

In terms of city-based partnerships, again, I think just because we're finding that a lot of governmental and quasi-governmental organizations are using the .la domain name, there's certainly some interest from the city and council to be part of the .la phenomenon. And we're at the moment just working on a new registry website where we're going to help all the registrars that are participating and helping us sell or register .la domain names with a program that will include publicity, media outreach and also web destinations that link - that list them, helping consumers to easily find the registrants that market .la and make it easily available and visible.

We've got a very good track record of doing PR, events. We actually have an event coming up this week. We've done web advertising, print advertising, all sorts of things. We did a takeover of the Variety website, billboards as you've seen. These were in the city last year. And the result is L.A. actually has done very well compared to a lot of the new gTLDs actually. One registrar sold 7,000 in less than four months. Another one I know made \$30,000 from one e-mail blast. There are very good numbers when you consider that it's a reasonably priced high margin for the registrar domain name.

So what do we suggest that registrars do? First of all, the beauty of .la is you know where the customers are. They're in Southern California, so any direct marketing that you can do, experience shows can be very successful. Next, as you introduce the new city domains, it makes complete sense to put .la with .nyc, .vegas and .miami, but in fact L.A. is arguably the best known city in the world so it makes equal sense to put it with Paris, London, Tokyo and

so on. But make sure that even though it's not a new gTLD, it should be part of your city portfolio.

For any local search - so customers based in Los Angeles that you might be able to detect, it makes sense to offer them a .la for anything because in Southern California it's a generic. So come talk to us because we offer special partner pricing and full marketing support, meaning every kind of advertising e-mail, landing page, anything that could you want to either inspire you or for you to just use.

You don't need to be ICANN accredited to sell it. We are going to make premium names available through APP. It's denominated in dollars but we allow you to pay in any major currency, depending on what country you're in. And it's part of the central (unintelligible) wallet, which means we don't require a special upfront deposit related to this, it's on the bill you already get from central (unintelligible).

Here's some of the publicity we've got: Wall Street Journal, local TV, Huffington Post, Los Angeles Variety, and we're going to continue this kind of activity as L.A. takes its place among the city domains for the launch this year or next year. So thank you very much, everybody.

Jennifer Standiford: Thanks, Ben.

Ben Crawford: Thank you, Jennifer.

Jennifer Standiford: Next up is .menu.

(Ken Wayshawn): Good afternoon. My name is (Ken Wayshawn) with the .Menu registry. Do I need a clicker?

Woman: Yes.

(Ken Wayshawn): All right I'm ahead of technology here. I'm just glad the purple people left the room. Oh they're back. They're kind of freaking me out back there. I'm going to plug it into my laptop. It's easier to sell a .menu domain than it is to set it up on a technology presentation, I guarantee you that.

Well while everyone's waiting for this to get set up, we actually flew in some gelato from a .menu site over here for you folks, so feel free to help yourself and munch on it while we're speaking. It's on the side table over here, and I'll kind of come back to that in a little bit as we talk about .menu. All right.

Why .menu? .Menu catering to the restaurant, chefs, diners and really anyone in the food industry. I know, see what I did? I just screwed myself, so. It's all right. I'm using up six of my minutes here while I watch people walk back and forth.

Man: (Unintelligible)

((Crosstalk))

Woman: That way they'll be more attentive.

(Ken Wayshawn): I hope.

Woman: (Unintelligible)

Man: What's that?

Woman: That way they'll be more attentive.

(Ken Wayshawn): I want to see these purple guys try to eat this gelato through their face masks, though it like a sieve. All right note to self: gelato following the presentation next time. All right. So why .menu? At .menu we're really reaching out to the food industry, the restaurants, the foodies, the chefs, and really anyone that's

passionate about food and involved in that industry and having its own little segment that appeals to that food passion.

We're looking at an industry that's about \$460 billion a year in the U.S. alone, 700,000 plus restaurants in the U.S. alone, and so it's a huge market around the passion of food. And unlike other industries of passion, with .menu it's not restricted to registrants and you don't have to be eighteen to sign into most sites, so one of the benefits.

.Menu or menu the word means the same thing in over 30 languages across the world. So when we talk about the size of the U.S. market being \$460 billion a year and 700,000 restaurant and we take that across, you know, 30-plus countries around the world, that market really opens up. And so for the global registrar presence your market base is significantly larger than a U.S. or an English-centric domain by itself.

Restaurants are often defined by their menu. What they create is what they're really pushing and selling to their consumers. And so when consumers in the stage of searching for restaurants and making decisions for dining, the menu is really usually the most important piece of information they seek.

(Unintelligible) you're looking for addresses and phone numbers, but that's usually after the decision's been made. So in terms of a restaurant trying to get their product out and get people to come in and to expose them to what they're doing and defining who they are, the menu is what people look for.

.Menu domains we've seen in the standalone websites for restaurants, whether it's a new restaurant or a restaurant that's converted, but we don't often see them be supplemental websites to a legacy domain, so a .menu in addition to a .com, .net or whatever it might, certainly redirects. And we don't, you know, we like redirects. It's considered a use to us and it's also just, you know, it's another way for a restaurant or a registrant to gain exposure and put more fingers out there, or tentacles out there.

Why .menu? Search benefits. We've heard a lot about well from the registry's perspective we know what we hoped would be the outcome of new TLDs and search benefits, and this was actually pretty interesting. There's a whitepaper that came out last month and what they did is they looked at two use cases, they had two scenarios. They took a .menu domain and a .com domain and everything was the same across those two sites in terms of the ad words they bought, the content of the site, the format of the site, where advertisements were located and so forth.

And some of the results, some of the highlights that came out which I thought were pretty interesting from a .menu perspective showed that for the most part .com domain name, the counterpart to the .menu in this case, (metitosmenu.com) versus (metitos.menu). The .com was more expensive in terms of Google ad word campaign and you had a lower click-through rate.

The search position on average was better for .menu, showing up at 2.3 spots versus 2.5. And the conclusion from the whitepaper -- and it's a 28-page piece, it's a very interesting piece -- was that the new TLDs are up to par with the .com domain name in certain senses, not all senses, but in terms of the exposure and the advertising perspective.

From the advertising search engine and marketing perspective, there appears to be a benefit to using a gTLD domain name over a .com domain name because it appears that Google ad words currently favors the new gTLDs over the .coms. So I thought it was interesting, not to say that it's the be all end all conclusion, but in terms of speaking to what the registries have long hoped for and wanted to see and thought would be the case it speaks to that a little bit.

One of the things I - a point I've added at the bottom of why .menu we saw today in the morning session. Fadi talked about the audits for registries and so far with, you know, over 300-plus registries coming, there have been six audited. .Menu had the pleasure of being one of the six, and we passed with

flying colors, and so we're doing with the audit and further reassurance that we're doing things right and that we'll be able support the registrars with a great TLD and being compliant with what ICANN needs.

Some basic stats. Looking at the registration so far, web server usage, 86% TLD utilization; so web or e-mail usage, 90%; part pages at 52%. I'll qualify this part pages. The - if we look at like nTLD stats, you see about a 71, 72% part, so in this case it would be 48%. However, we do not include redirects that are redirects to restaurants or food-related as being a part page because that is a benefit - it's a registrant use to us, so we don't continue that a true part. So we have a 40% non part.

Some examples of uses, a restaurant (villagecaphouse.menu). This is a supplemental to a legacy site, which is creating more exposure on the Internet. (chowchoices.menu), pretty neat product. They've created a platform or solution for restaurants to increase the level line of revenue, serve - the restaurant's servicing the customers better, different experience and reaching out to restaurants in that sense. Thrive.menu, a young group of guys started this thing, essentially bringing together healthy restaurants, helping consumers and kind of promoting that whole lifestyle.

This is one favorite gelato company in Hawaii, manufacturing gelato, and the site here is using a .menu to promote the restaurants that it sells its products to. So a different type of use where it's not a restaurant promoting their menu but it's a wholesale manufacturer promoting their restaurants by creating links, more channels to their restaurants and to their customers. In the interest of exposure and what a TLD or a .menu in this case can do for you folks, we thought we'd expose you to some gelato which is why I had it flown out for you here.

Just some basic information about .menu, some contacts. ARI, (Adrienne) deliberately sat next to me to make sure that I read this to you folks and told you that ARI was a backend provider. No, I'm just teasing. I'm proud to be a

partner with ARI in .menu and the backend that they've been providing for us. Our wholesale pricing, our standard pricing, is 25 bucks, so definitely less than some other new TLDs and definitely more than some, but the benefit of having a \$25 wholesale price is that it gives us more margin to work with our registrars. We can be more creative and more flexible in what we can do over time and as the market changes and pricing moves up and down, we can play with that to make sure it's a win-win for everybody.

Right now we currently we have 78 registrars on-boarded. We continue to work on onboarding more registrars and want to increase that. And if you're not working with us, we'd certainly love to speak with you and see how we can get that set up so that we can offer .menu to you as well.

So what can .menu do for you? And I encourage you folks to contact us. We will reach out to you folks as well and we can talk to about some of the things we've done with registrars, whether that's a rebate type of program, it could cooperative marketing, it could be a co-branded presence at food, restaurant industry-related events, you know, we're open and we're - we want to be aggressive. We want to do whatever it takes to make you folks successful and therefore us successful. So we'd love to talk about idea about how to help you folks make more money. Thank you.

Jennifer Standiford: Thank you. I think this is a first. We're actually running early, so.

Man: Can I take two minutes and remind people that this session continues on Wednesday from 1 pm to 5 pm in the CA showroom. So there's 20 more TLD presentations. It'll happen Thursday from 1 to 5 in the CA showroom, which is down one level where the registration desk is. Thanks.

Jennifer Standiford: Great. So we actually have four more presentations to go, but I was going to suggest that we take a five-minute break and we'll reconvene in this room at 4:05.

All right guys, we're going to start in one minute. All right - hello? Can we get everybody's attention, please? We're going to get started. Hello. All right we'd like to welcome Public Interest.

(Lynn): Good afternoon. This is (Lynn) from CONAC. How's everybody feeling? Before .menu gave out all those gift food I was all confident and collected, but then I think .menu has stolen all my audience because either you're busy loving it or you are busy hating it. I think you are loving it. In China we had an old saying that "After you're not hungry, you'll start naturally to think about something spiritual." So will come something more spiritual.

Before we go into the detail slides, look at the - I'm a bit uncomfortable with this - okay. This is how CONAC can - these are the abbreviation of China Organization Name of the Administration Center. It is - it was established in 2008 in preparation for the new gTLD program. It's set up under the authorization of the Ministry of Industry and the information technology, and also the State Information Office for Public Center reform, which is also referred to as (Scasa).

Actually CONAC was part of the e-government (unintelligible). If anybody in this room went to the ICANN Beijing meeting, you might remember that CONAC was one of the local hosts. Altogether CONAC only applied for two new gTLDs. On the left is (.jo) TLD. It means government and government affairs. On the right is (.goe) TLD. It means public interest, and today we're going to focus on the second one.

Before we get to know more about (.goe) TLD, I'd like to share with you this graph. I'm sorry some in the back row might not see it clearly. This is fresh - it's a fresh statistic report from the 34 statistical survey on the Internet development in China issued by (Cynic) in July 2014. We'll just focus on some important figures. Until June 2014 there were 632 million Chinese Internet users, and the Internet penetration rate has reach 46.9%.

So from this graph we can see we have enough content for IDN new gTLDs are not only for (.goe) of course is an important part, but overall for the Chinese IDNs there are vast potential. Let's go to the mission and the purpose of (.goe). The reason why we applied for (.goe) it was for two. First to promote innovation in the Internet name space and to enrich users' experience.

Because in China before the introduction of Chinese IDN TLDs, all Internet users have to use ASCII domain names when they serve on the Internet or get any information that they would like to have or to get any information - any service they would like to get from online. But after the introduction of (.goe) TLD, this would change and people will have more choices. For the English proficiency was not that good or for whose education level was that not high, they would have more choice to access to authoritative websites that provide authentic services.

The second purpose for applying for this TLD is to bridge the digital divide. Because in China there is still well undoubtedly a large part of that - a large part of the population does not have a very high level of English proficiency. So when they are trying to get access to the public interest information online they would - well I would there would be some be some malicious websites that would direct them to the wrong place. Or they are not that confident with their English because of the domain in ASCII so they would be less - more reluctant to go onto their website to find the information that they need.

But (.goe) TLD is a special TLD. It - while the main - a large part of the target audience - target group was those underprivileged and under developed regions and usually people in those regions are - don't know English that well, so the Chinese (.goe) TLD provide that new tool for them to navigate on the Internet.

The third purpose is to promote the development of online public sector reform - sorry, public interest service. Because in China right now to get

public interest service online it's still a new thing, although it is a natural -well maybe a natural phenomenon for people in the developed countries. So we hope that (.goe) will become a unique sign for all those public interest organizations that are providing Chinese - providing services in Chinese so that they would attract users from the Chinese speaking world.

Okay just as we have said, there are - we are open to global and public interest organizations, and also in China alone it's estimated that there are over 1.3 million public interest organization. On the right-hand side there are some big names. (Unintelligible) apart from that they have to take - provide services in Chinese, also they have to provide all kinds of official certifications that are required.

Registration policies. CONAC implements strict registration certification qualification procedures and all kinds of - after the TLD goes into use it will still implement continuous compliance mechanism to ensure the users' interests are protected. And also for the name conventions it would expect to comply with the Chinese language like at least there should be one Chinese (unintelligible) included.

For monitoring, CONAC will implement strict technical and procedural methods to monitor the use and transfer of the domain names that are legal. Also we have all kinds of protection mechanism from (all start) to the complaints mechanisms. Right now this (.goe) TLD is still in the process of interruption so we have not finalized the launch plan. So for those who are interested in this, please pay close attention to our website. Once the launch plan is finalized, we will publish on the website, along with all the detailed registration policies.

The accreditation requirements and materials, first of all it has to be a legally established organization and ICANN accredited. Also it should be able to demonstrate capabilities of verifying registrants eligibilities. Also a deposit is required. And also there are other requirements of the Chinese competent

authorities and CONAC. The submitted materials all goes along with the requirements respectively.

Okay I'm running out of time, so lastly these are the ways that you can reach out to us. We are more than to happy to answer any questions or inquiries. So if you have any questions, please don't hesitate to contact me or contact our organization. Thank you.

Jennifer Standiford: Thank you very much. (Daniel), XYZ. I'm just going to pull it up real fast. Is there a mic? Here.

Man: There's a free floating one.

Jennifer Standiford: Is there one?

Man: Yes right here.

(Daniel): Okay. I've never done a presentation sitting down.

Woman: All right.

(Daniel): Is there a clicker to...? Oh perfect. All right. How's everyone doing today? Love it. Who's that in the back? Do I see something purple? There you go. There's some support over there. So thank you everyone for being here. First and foremost and I really wanted to just thank the group for allowing us to present and really thank the community for allowing me to innovate and bring something new to the Internet. So what I have here today is a presentation, what we're calling the ABCs of .xyz.

So I'll be going through an overview of what are the ABCs, which are awareness, bold marketing and closing, as well as going through some use cases. I left my brass balls in the office, so, for the Glengarry Glen Ross fans out there.

So what is XYZ? For those of you don't know, XYZ is for every website everywhere and we are the only new extension that doesn't have a meaning. So the purpose of XYZ is actually that the meaning is what you make of it, what the end user makes of it. So we don't have a specific niche that we're going after, rather we're trying to be a global alternative out there for the whole world, regardless of the language, all over the world. And we really appeal to those young adults and we're seeing that next generation of Internet users coming on and switching to an XYZ and choosing it.

And we're really, you know, our goal is to bring competition and choice and we're doing that. Up on the right over here we have a website, Party Zone, which is an international club promoter, and they're a pretty decent sized website and they completely rebranded. They went and got their Facebook, their Twitter, all of their social media channels, they were able to get partyzone.xyz because it was available and they rebranded to partyzone.xyz. And ever since they've done that, their business has started to grow.

So A is for awareness. So the registry - as a registry the approach that I'm taking I have a background in direct response marketing and the approach that I've taken is one where as the registry itself, I'm out there doing advertising, letting people all over the world know what is XYZ, landing on our page gen.xyz, what is generation XYZ, what are the purposes, how can you use it and really trying to jumpstart that registration process so once an end user ends up at the registrar, then the registrar can close that deal.

So some of our awareness campaigns have really been paying off. Over here I have a website called (Quant Cast). We're directly quantified. So to give you an idea of how much traffic we're getting, we get more traffic in the U.S. than Victoria's Secret or Time Warner Cable, so it's pretty big, and that's just in the U.S. Internationally we get over three million uniques a month.

So here's some more examples of some of our awareness campaigns, which include us doing viral videos, doing infographics, going to startup events like cross-campus. I'm very blessed to have a team of very young passionate individuals that love what they do, and they're passion shows and their passion is what has been able to get us to create this opportunity with generation XYZ.

So I saw (Michael Siger) back there. Is he still here? (Michael) hiding out or left the room. Anyway, so we've been very active with interviews in the industry as well as outside of the industry. Our ICANN video got a large number of views. I think were at over 7,000 views and the next closest one had maybe 100 or something, so. And we were advertising on YouTube, we're doing registrar promotions with name.com. We did a promotion where we went bobsledding, and I'll touch on that a little bit. So all of that awareness like I mentioned really leads to traffic.

And this is our website, our registry website, and you can see up at the top we get 3.4 million uniques globally a month, and it's been like that since we started on June 2. So I'm very proud to show this off. We're the 1,600th biggest website in the U.S. And the traffic and the awareness leads to registrations.

So some facts to highlight here that really stand out beyond the fact that our awareness campaign gets over three million uniques a month is we have almost 600,000 registrations so far, and it's really a big accomplishment on the team and everything that we done. But in addition to that, we have over 100,000 websites or utilizations that we know of that are online, which is really amazing to see how quickly it's been taking off. On top of that we launched IDNs a few months ago and we've sold over 6,000 IDN domains in .xyz, which is pretty phenomenal.

So B is for bold marketing, and that's what centered around the generation.xyz - generation XYZ campaign which is that generation XYZ is

generation X, Y and Z. It really encompasses everybody and it is what you make. So some more of the marketing that we're doing and we're working with many of our international registrars.

We have GMO which runs (onamay.com), and they're 95% of the Japanese market. So we've actually gone out and developed a campaign specifically for that market, which is dotto. And dotto is Japanese for dot, and you can go to dotto.xyz for those of you who can type in ASCII or the IDN version, dotto.xyz works. And that was the main purpose of the campaign.

And we're out there doing - we have the purple people over at south by southwest and we did the XYZ Olympics where we sponsored the New Zealand bobsled with name.com. We're very active with our promotions and we really want to work with all of you to do more.

So - and I'm going to kind of get into some of the social aspects of what we're doing too, where we have registrants like Egreis which is - her website is stilettoeup.xyz, and this is a great use case of somebody who bought stilettoes.xyz as a URL redirector and then decided to switch her whole website to stilettoeup.xyz. And her website gets 5 to 10,000 unique visitors a day. And she's a very popular Instagram-er and she gets - I think she has 300,000 people following her on Instagram. We mailed her some XYZ gear and she had her baby wearing XYZ outfit, got 20,000 likes or something like that. So we're trying.

And on the right over there is we have a promotion we're doing with 123 Reg which is Are you White Rabbit, and that kind of ties into our naming algorithm that we can touch on a little bit. So throughout the registrar channel, here are a few examples internationally of some successful campaigns that we've seen, which include GoDaddy, Shin Net, Euro DNS, Crazy Domains, (Onamy) and 123-reg.

And it's been this combination of aggressive awareness campaigns as well as bold campaigns within the registrar channel, which has really led to the success we've been having, which is that our own awareness campaigns leads to a closing at the registrar channel. So the registrars that are putting us on their homepage and in their search result and sending out e-mail campaign with our assistance, we have developed our own internal e-mail algorithm where we're able to come up with shorter, better names to suggest to your customer base and really working with the registry. We're here to deals with you guys in order to bring competition and choice to the Internet.

So and C for closing. Just to show how passionate some people are, so we send them a shirt and they'll take selfies of themselves and post it up on Twitter and Instagram. And this is what really drives me is to see that it could be somebody that like (Snoopy Puppy) over here who only got two or three re-tweets, and there's just thousands of these people that are happening every day. And (Snoopy Puppy) was so passionate that she went onto Twitter and said, "I'm really digging the .xyz domain. It's so memorable."

(Unintelligible) letting get a short domain - a three letter domain, you know a four letter domain. And really that availability - it's really been amazing to see and we're very active on the social channels as well.

Really working with the XYZ community and here's some case studies of very interesting use cases, Kyle Busch of NASCAR, which is a Network Solutions customer.

And it was great to see this domain organically come out and be used. We found him on Twitter. We reached out to Kyle Busch Motorsports and we said, well tell us about why you chose XYZ and how you're using it and why you're using it.

And they're using it - he's using it on his Twitter. So if you go to Twitter dot com slash Kyle Busch, and then if you look at all of his links, he's using Kyle Busch at XYZ through Bitly as a URL redirector.

And since he's done that, it's increased his click through rates. And this is you know, these are actual testimonials from people. So we're seeing organic uses like this come through.

Flash Day, a mobile app, we're seeing utilization across the board in every category. Businesses, individuals and this is an up and coming mobile app that just chose XYZ because they thought it was cool.

(Re-All) is a charity that we found. It's a UK based origination. And we're really happy to find utilization like this. Where they switched from two word with a dash dot org to (Re-All) dot XZY.

I don't even remember what it was - I think it was homelessinternational.org or (Re-All) dot - I couldn't even remember their dot org and just real happy to see that people are really embracing it in all kinds of use cases.

This is one of my favorites. This is (You Make) Dot XYZ - and we found these - them online and I was really amazed. This is a few top executives from Autodesk, which developed AutoCAD.

Which is making a 3D modeling application and I encourage you to check it out - it's really an amazing Website. So talking about some trends that we've had, we have I think about 20% - 22% of the market - some days 25%.

And we're noticing a lot of the registrations are coming from the emerging markets. Whenever the registers are promoting us aggressively, we're outselling dot net and dot org.

There's been multiple registers that have done case studies and we've proven this. We've in fact outsold dot com on weekly basis before as well. There's over 100000 Websites out there.

There's a 178 million index (unintelligible) XYZ pages, which is a more than a lot of the existing TLD's that were out there. And we're seeing a lot of people buying their name Dot XYZ - upgrading their domain.

Coming out with a new product - key word IDN's - and here's a few more I'll run through which is (GOMA) Dot XYZ and they own gomamag.com. And they switched to a Dot XYZ.

Again, all organic sources that we're seeing in international publication that is using a Dot XYZ - Advertigo is a really cool Romanian company that we found. And they we're running on three different CCTLZ's.

And they decided to use Advertigo Dot XYZ for their international marketing campaigns. Rumor Dot XYZ - this was a OTANI customer - it's developed by the largest mobile social media company in Japan.

And they decided to go with Rumor Dot XYZ as their domain for their app - - FourOneTwo - - a nonprofit organization, which is the Grace Family Church. They also use us a dot org domain - I think its gracefamilyqc.org.

And they decided to go with FourOneTwo, to really speak to that the next generation of internet users to engage with their members. So we're really happy to see these types of utilizations.

Hk1 Dot XYZ are an innovation - it's cosponsored by the Canadian Council for the Arts. It's really amazing to see these - this quality of end users coming up so quickly.

We've only been around for four months, so we've got to keep that in mind. (Cashel) Lexus - we're really popular with the tween market. (Tasha) has 3.7 million follows - Vine is her biggest thing.

And she's on Tasha Dot XYZ and you know, it's really - there's other people Alexander (Holtti)'s switched to a Dot XYZ. And really, you know, to sum things up is that my goal was to cultivate competition and choice.

And we're doing it right now. And I've been very happy to see Dot XYZ sell, but also be utilized aggressively. And there's you know, there's over a 120000 according to NTLD stats.

And you could see from there and you know, Tasha's all over us, so you can Tweet at her later. With that being said, if you guys have any questions, please feel free to reach out to our team.

My personal email is up here - [d@gen.xyz](mailto:d@gen.xyz). And that's me wearing the Dota shirt in Japan. So if anybody any questions, please feel to reach out. Our team is also [hello@gen.xyz](mailto:hello@gen.xyz) and Rio. Thank you again.

Woman: Thanks (Daniel).

Woman: Thank you.

Woman: Next up we have (Ruben) with dot Rio.

(Ruben): Good afternoon everyone. All this pitches done fast and are usually called elevator pitches. But since we will be talking about dot Rio, this is the - oops.

This is the elevator I want you to picture yourselves in - which is the cable car tower - the Sugarloaf region area. So this is our elevator pitch - climbing up the Sugarloaf. So I divide this pitch in the good, the bad and the ugly.

Traditionally way to address what are - what you find good and what you find not good about dot reo. If but very short TLD, just three letters. So we'd get more - less problems with universal acceptance.

It's a (unintelligible) - a city that is known to be proud of themselves like NYC. So it's a new (unintelligible) for dot Rio dot - when it's probably the best one things.

Compared to NYC, dot Rio is also restricted to Rio residence. But that eligibility checking is done and be forced by the (unintelligible). Although every application is checked manually, that is done directly by the registry.

So don't - doesn't require (unintelligible) to be (unintelligible) - knowing who is strong Rio and who is not. There's eligibility (unintelligible) for hedge trust.

So you can be from any country in the world. Doesn't matter that the registrants needs to be Rio citizen - Rio based.

You can be from anywhere - it would probably help have you resellers in Brazil because you are mainly target Brazilian registrants but that's not a requirement as well.

There's no auto renewal provisions, so the hedge (unintelligible) only renew the name that you actually send - EPP comments for (unintelligible) that.

So you don't need to remember, oh, I have to turn it off out of renewal for that domain or not. It hasn't what I call unusual pricing of wholesale pricing at (unintelligible) or \$20.

And for a single (unintelligible) vent - single pronouncement by the Rio City Mayor. They had 10000 expressional interests, so. They don't know yet if they don't do more events like that.

They are probably thinking on - not reason they too many expressions of interest for what they were going for. But what we know is there's some very large interest in the city for their own TLD.

But not everything is good news. One of the bad parts that I already mentioned that it is restricted to residence of Rio - (unintelligible) to the residence base (unintelligible).

The process - the activation process is up line because it depends on someone actually verifying that their name - the name goes according to their policy. Like for instance, Copacabana is one of the beaches in this - obviously in their restricted list.

But if someone changes Copacabana to (Copacabana) - just changes one word. That would be manually detected and blocked prior to activation of the domain.

The (unintelligible) by the city - so they don't really understand much of the dynamics of the domain used to building this - so they prefer to only receive for registration in local currency and in a prepaid fashion.

So you need to prepay all transactions. But that has one advantage, because since the price is fixed in local currency, having that prepaid means that you know how many those transactions you cost on your currency, not the (unintelligible) currency.

So that has some benefit to it. Because the first year actually pays for the verification process, the first domain year is actually free. There will be no add grace period.

Because as soon as the registration is received, someone will start looking at it - and these work, you need to be paid for. That registration fee - so there's no add grace period.

And since they also check eligibility with Nexus - between the registry and the domain, they are asking there be no ownership transfers. So who has (unintelligible) a dot Rio domain will continue to be the resident of that domain until that domain is deleted for any reason.

Customer doesn't want it anymore, doesn't renew or something. It also means that there will be no drop catching and no - and register can benefit from that domain for (unintelligible) advertisement or anything like that.

The Rio domain only for people that actually use it and terms of conditions require actual usage of the domain. And we - that (unintelligible) and when we find bad - that we find strange for some (unintelligible).

That the technology uses one feature called Host (unintelligible) - which is more commonly used in CCPLD's instead of host objects - which is used by various (unintelligible) and affiliates for that registration system.

So registered already do registrations with lots of CCPLD's probably already support this technology, but yours might not. That's one thing to check it out and because they have a system where a preserver name can be registered by some specific registrant.

For instance, the Sugarloaf operator can register Sugarloaf dot Rio. If that - for a short period of time that domain can appear as available. So that qualified registrant registers for that domain.

But outside of the time - that time window, all of the reserving leased, which is quite large. It is not the largest (unintelligible) - one of the largest. Normally show as an available, so preventing customer function at all.

So if you want to talk more about dot Rio, we'll probably be able to accommodate you very soon because we are going to also be lounge our sunrise to according mid-November - end of November.

And targeting as earlier January for January availability - so (unintelligible) that want to get this opportunity to move a bit faster to be part of the lounge. But can come later if you want.

So if you want to contact me as well, email is GPLD-Rio at (unintelligible). I think that presentation will be available so you can just click on the link. That's it. We are now at the top of the Sugarloaf.

Some - you are seeing the sun out there - so I (unintelligible) the next (unintelligible). Thank you.

Woman: Thanks, (Ruben). (George) with Dot Build - last but not least.

(George): Hello in the back. You guys here me okay, cool. I don't have ice cream, sorry. But what I can do is have everybody stand up please. Last presentation come on, let's do it. We can do it.

All right - now, let's just like bend down three times. Let's get the blood flowing. Trust me, you'll feel better - you'll pay attention. All right - I know it's hard to get off the devices for a second. Okay, thank you.

Okay, dot-build. Now first of all, I took a slightly different approach. This is not really an elevator pitch. I looked at - although, we can promote it. But this is really what have we learned.

We've been up for four months. And I've been at this now three and a half years. I'm not for the domain industry. I'm from the building and development and architecture industry and tech.

And so it is the most - it has been the most fascinating ride. Every day I wake up and I can chose - do I go through the brick and mortar building side? Do I go through the virtual building side?

And every day I take that side to go to the virtual building side. And it's just a lot of fun. So it's a fascinating business. I've never seen an industry that is in the transition that it's in some ways.

And then how bizarre the product coming to market is handled, you know, the people selling it aren't the people making it. And the marketing message is pretty distilled.

And we're, you know, the good news in the five stages of grief. Do you guys know what that is - five stages of grief, if anyone who's been there? Okay, first is denial.

And then there's anger and then there's bargaining. Then there's depression and I'm happy to say most of us are in the fifth stage, which is now acceptance.

So the TLD's have come, there was a lot of those first four stages. We've now accepted it and the good news about that is that we're now on the page to move forward together.

And that's really want it's going to take. So why Dot Build - how did I come to Dot Build? And what have we learned since launch - I'm going to can on some of that.

Well it's the largest market on the planet. \$7 trillion - it's slated to go to \$20 trillion by 2025 employs 110 million people - extremely fragmented - geographically for the most part localized and a huge opportunity for non-online - currently not online activity to move online.

And I think the time is now. It was too early back in 99. I think now, you know, coming on almost 20 years is the right time - we'll see. So I'm just going to run through kind of the technical stuff fairly quick.

Because if you're already with us or it's easy to get on our Website - but basically we're talking about what we learn at launch, a little bit about our registry.

I want to dig into some of the statistics because I think they're really telling of the trending that's happening - talk a little bit about universal acceptance - for those of you that didn't wake up at 7:00 am to get to the DNA breakfast.

And then really kind of show you some of the use cases and some of the marketing support that we're doing as a registry.

So our launch was our January sunrise. We did a sunrise. We did a land rush for 60 days. And then we went to GA.

And these are the numbers that came out mostly in preregistration - so about 100 or so in sunrise - pretty much where we expected - large brands defensively - directly in the building industry, companies' that like the word build.

I was really intrigued to find out that Microsoft likes it so much. And then, I realized I didn't know that. But their annual conference is called build.

And then some really early players that were just interested in adopting it. The pre-reg. then went off to about 1800 on the first day - which was really exciting for us. And that has continued to grow a little bit.

In sunrise we also learned the name up build is much broader in adoption than we anticipated. I liked build because it is broad. You build everything. Everything that were around us has been built.

And what we're seeing is the construction market being the largest vertical within the overall building market. I'll tell you more about that in the use cases.

Most brands early on by just defensively. And they figure out what to do with it later. The newer younger or startup companies get right on and get online. So we saw that and then various types of buying across the board.

Some companies are just buying everything because they just want to protect their brand. What's changed since our launch that's relevant - - variable pricing - - which was very early on was one of the first TLD's to launch with that.

And that was a bit of brain damage. But I think for the most part were through that. And that's getting better every day. We're starting to see premium sell - which is pretty interesting.

Premiums in general on the TLD's are selling. But we're also seeing that at that build. And then the most interesting statistic for us and I think for - when I say, "Us" the registry, you the registrars and the registrants - is we're seeing a major percentage and uptake on multiyear creates.

And to me that means use. And so we're happy to see that revenue certainly in the upfront. But more importantly if someone's buying a five year or even a ten-year create, we're pretty sure that that means they're going to be using it.

So registry setup - just quickly on the tech stuff - you need to know. We're back in as ARI. We're connected to about 80 registrars so far.

There's probably over 100 selling dot-build - which is really curious to me - because we're not hooked up to them.

So it means that a lot of registrars - accredited registrars - are using some kind of API or other connectivity - not through ARI - to accurately sell dot-build both GA's and premiums - which is pretty interesting.

And we have series of reserve names which once we get all the information on the collision and all that -are going to start to be move over to premiums, as well.

So I'll just drill into some statistics for a quick sec. These are actual statistics out of the data. The slide in the blue and the green, basically, indicates the growth sales on the monthly.

But what it's showing is the multi-year creates in the green. And so, as a percentage in the yellow, the percentage of multi creates is tracking from an initial of 5%.

When I say multi-year it's anything over one. But it's tracking from 5% to over 17%. And that's - we're seeing that consistently month after month.

Which is saying that it's moving from very early adopters on a speculative level to end users - which is probably the most exciting statistic for us right now.

Just a quick snapshot of some of the registrars by percentage - like I said, "We're connected to over 80.

Some of the lessons learned in our stats, that pricing is really interesting in the new TLD's. We are probably - we're seeing - in the elasticity and the pricing - meaning, our registrants don't necessarily care about the deal.

We've seen registrants go to their existing registrar that doesn't have the deal because they've been there for 15 years. You know, Network Solution is a

great example where a lot of people in the building industry have their original URL through that.

And that's where they go whether it happens to be the best price or not. Multi creates - as I mentioned - partnerships are huge. And I'll talk a little bit more about what we're doing as a registry to create those partnerships which enable the registrars to sell to our partners.

Those are aggregators, associations or other parties that have large potential clients for you.

And really (Tom) (Rake) and I like to say a lot. Civilians don't buy domain names, right. So when you buy a domain name, you're really buying your online identity, improving your online identity through a Web site or email.

And then you want your URL for tools. This is on the business side of things. And so the more tools we can bring to our markets - that allow people to have a better online identity - I don't know who the lady that (Daniel) was referring to in the Twitter.

But I guess she's pretty popular. If I knew who she - that shows why I'm different from XYZ. I'm not the XYZ generation. But that's someone clearly improving their online identity or using this for their online identity.

Same think we're seeing on Build. Universal acceptance, you know, you guys can get more on this at the DNA. But for businesses to use URL's or to register you emails at your Web site - this stuff has to work.

In an ICANN session a couple of weeks ago, they went around the room. And they asked us to define universal acceptance. And I wasn't joking when I said it. I got laughed at.

But I just said, "Universal acceptance is when all the URL - all the new TLD's work just like home." Right, so now wherever you go, it just works.

And I am calling. I'm looking up in LinkedIn. I'm calling the CEO's of any company that doesn't work. I'm pounding them saying, "My Georgia B-Mail Dot Build is not getting through. Can you please fix that?"

And so I'm doing that as the owner. I'm doing that as a user. And that stuff has to work. Because when you get push back from your registrants, they're going to be calling your customer support if it doesn't work.

And they don't want to hear that it's, you know, the TLD. They don't want to hear that it's the, you know, Bank of America. They think your TLD's broken.

And so, those are things that we have to work through. It's gotten a lot better in four months. It's going to continue to get better. But those are really important issues.

And really this last point of who's responsible for this - is kind of key. Because it's pretty easy to say, "Okay it should be ICANN or it should be us - - the registry." It should be - you guys, and, you know, we're all responsible for it.

If we don't universal acceptance pushed through completely, it hurts us all. Likewise, it benefits us if we do.

So just want to run through a couple use cases just to give you guys some visuals on what we're seeing. And it is all about the use. Use, basically, get somebody committed to the Web or to the URL.

I don't know what the stats are. You guys probably have all that data way better than I do. But if you're using the Web site the renewal rate is going to be, you know, ten time what it would be if you're not.

So that's kind of key. We're seeing all types of things - - part pages, redirects and main use. And that's really the exciting thing. And as I mentioned, it's a broader grouping than just construction.

We're seeing use in the building industry, certainly. We're seeing it in technology. The one I have up here is kind of fun. It's Nerd Dot Build.

I got a letter from the CEO that hurt. Email from the CEO of that company saying, "It was the single best branding thing that he ever did was to switch to Nerd Dot Build.

He had something like Construct Web Tech Dot XYZ - no, I don't know what it was. But it wasn't memorable. And it was long, exactly.

And so Nerd Dot Build says exactly what they do. They've gotten more attraction on that than anything.

And then we're seeing startups. This is a little company called Fuel. And they deliver optimally engineered calorie food intake, you know, delivered to your door - based on what you need.

Lots of use cases in the building. This is through one of partnerships called the Blue Book. They have a profile within the Blue Book. They're now pushing out to Dot Build domains.

So these are alternate Web sites. And in some cases they are the Web site for the company. These are just users. Obviously, clearly this is a template. They're buying the domain name. And they're using a Web template.

We're seeing large companies. This company enhances international companies. They actually re-branded onto Dot Build - enhancing group. And their - you know, they do all the glass on skyscrapers and things like that.

Never even talked to them - this is not a strategic partner. This is not a, you know, an anchor tenant that we pushed to promote Dot Build. It probably should've been. I mean somebody I should have contacted.

But they just did it on their own. FMI the leading construction management an analysis company in the industry, this is a great case. They bought a ten year create.

So they saw the absolute benefit of FMI. If you look on acronyms, I think there's 450 FMI's in certain industries. FMI Dot Build means something.

I'm almost done. How am I on time? Okay. Another example of a Blue Book - what they call a pro-view - so they basically take the content that is in there, you know, Yellow Pages directory, if you will, with all sorts of building data.

And these examples like Triple A Excavating, these guys either couldn't get Triple A Excavating or they have an alternate Web site that doesn't have this kind of business data.

We're starting to see Web sites now evolved to marketing pages, a separate URL that starts to evolve into a business tool.

Talked a little bit about the guys at Nerd - I love their definition of nerd. You should go on to Nerd Dot Build and read it. You'll all be proud to be called a nerd after it.

Another case of this is the company Fuel. And then we're seeing a lot of DIY in Makers. That whole market - if you guys have never been to a DIY craft show. The one in New York and the L.A. are the biggest in the world.

You have to see this. The next Steve Jobs or the next Edison is coming out of these DIY things. I mean it's unbelievable what these kids are making. You

probably heard about the guy who figured out how to control the trigger on a gun with a thumb print - with a thumb reading device.

He's 14 years old. These are the guys coming out of these DIY worlds. And they're amazing. And so that's whole segment of building that we haven't even touched from a perspective of marketing.

So from a - let's talk about marketing for a second. And I'm almost at the end. So I really appreciate everyone's patience here. We got drinks afterwards.

So awareness leads to use. We've done about five different campaigns - - trade shows. And, yes.

Getting out there - - Chicago, San Antonio, Los Vegas, New York - - and every time we've done these awareness campaigns - to the industry. We've seen a follow on uptick in purchases of Dot Build domains.

And so when we first did this one - this one was in Los Vegas - the largest construction show on the planet - every two years or three years in the U.S., 155,000 attendees - 44 miles of isles.

I rented a Segway to just get through it all. It was so big. So we would meet these people in the construction business - everything from tractor operators to, you know, billion dollar companies.

And they hadn't even heard about the TLD's forget that build. They hadn't heard of anything outside of com net org. So the awareness just getting out there was key.

And so we, as registry, are doing that because it's in all of interest. And we want to, you know, we want to educate as well.

Basically, for a user it allows you to participate at any different level you might want to. So we can do promotional packages. We can do codes. We can promote a registrar at a tradeshow if that's interesting to you.

So we'll publish what we're doing on a - through the year. And if any of that's interesting to you, contact us. And we'll work together.

We're doing actual reach out in publications where we know that our buyers are. And then as said earlier, with the giant, you know, aggregators - the associations have anywhere between ten and 50,000 users that are potentially registrants, you know, and customers - who you guys.

And the good news is they don't want to be in the DNS business. The last thing they want to do is learn about and customer service and figure all that stuff out.

They just want to provide a product and a benefit to their customers. So that is a perfect opportunity. And we're happy to make those introductions. It helps us all sell Dot Build domains. That's awesome.

So partnerships, we have established partnerships with the largest associations of contractors, sub-contractors, general contractors, Blue Book. We're working with How's, you know, that incredible site.

That if you're doing a bathroom remodel, you can look up everything you want to have. And like I said, it's not in any way threatening your customer base. It's just another way to get to them.

So to conclude - before I get to my last quote - we saw the early purchases were first defensive. And then we saw redirect and masking. And now we're seeing sites in original content - which is really fascinating.

New companies, obvious - this may sound obvious. But new companies convert easier. Because they don't have the legacy of, you know, an invested Web site often.

Partners and awareness lead to purchases. We have the direct data that when we approach a partner or bring you to a partner and we create an awareness campaign, it creates purchases.

Price has not been a barrier - as I mentioned. There's plenty of profitability in the sale of a Dot Build domain name. Our standard GA price wholesales \$50.

We don't see a difference really. And we'll keep studying this. But we're not seeing a difference if they're sold for 65, 75 or 100, they sale.

So it just depends on who's buying it. But for the most part, it's kind of insensitive right now. It's about getting a good domain name.

Use, obviously, equals renewal - (unintelligible) talked a little bit about it in the paper of the white paper that came out with Dot Diamonds and Dot Menu.

When that story starts to break and people understand that owning a category killer or geography could draw huge amounts of traffic to their business, you're going to see a major change in premium pricing. And that might take a little while. But it's going to happen.

So just to paint a quick vision for the future - of how I see it - TLD's in general. But specifically, I'm thinking I know the Dot Build world.

We all have to work together to understand that the customer - - the registrant - - is the one we're both serving - provide tools of value to them.

They will buy more of our product and keep coming back for more. It's the old kind of hamburger model in a great restaurant. You just want to keep going back because it becomes your habit.

And all of us will rise in the rising tide. As I mentioned earlier, I think people will look at URL's in a completely new way. It won't just be like my Web site or my email anymore.

There's alternate uses - we're developing products that will help you guys and if you want to tie them in. One example is a project work site - so one builder could have 40 projects.

That's 40 potential URL's if they're uniquely defined as an address, for example.

So coming up with creative ways that we all use the URL is going to be something that's going to help us all sell more URL's.

So I think the future is bright. We're building it together. And look forward to working with you guys. And any questions, contact me directly - - [George@bmail.build](mailto:George@bmail.build). Thanks everyone.

Woman: Thanks George. That concludes our session. But wait before you all go. I want to turn it back over to (Rob) again, one more time.

And I appreciate your participation and your attendance today.

(Rob): Two quick things. As reminder first, this session continues on Wednesday. It's originally scheduled from 1:00 to 5:00 pm.

There's 20 more presentations. I'm told there may be a timing issue with the DNA presentation because the (GAK)'s complained (unintelligible) about their tent that they've now been moved.

And they're bumping everybody else around. So it may be 1:30 to 5:30. It may be 1:00 to 5:00.

I'll be out with emails on the registrars list and the registry's list about that - so 20 more, 1:00 to 5:00 on Wednesday in showroom B.

And I want to thank (Gin) for pulling this together. So thank you (Gin).

END