
SINGAPORE – DNS Forum Session
Sunday, March 23rd 2014 – 08:00 to 10:30
ICANN – Singapore, Singapore

SPEAKER: It is March 23rd. This is the DNS Forum Session. Starting recording now.
Thank you.

HAN CHUAN LEE: Good morning everybody. We'll be starting shortly. Feel free to bring your breakfast into the room. We'll start in about two more minutes. Thank you. [pause] Welcome to the first meeting on Sunday. We are going to start the Registry/Registrar DNS Forum, where we'll look at the [inaudible 00:11:04] issues after the new gTLD registries get delegated; what the issues and challenges are that they face. We'll kick-start with an opening by Krista, our Director for Registry Services, followed by an opening by Mr. Keuk, our VP for Asia, as well as the MD for the AP hub.

They'll be "Sharing" by the Registry Services Team, followed by the Technical Services Team. They will end with a panel discussion, consisting of panelists from the registries and the registrar. I'd like to invite Krista to give us an opening. Thank you.

KRISTA PAPAC: Thank you Han Chuan. Good morning everybody, and thank you for joining us. Krista Papac, for those of you that don't know me. So, it's wonderful to be here in Singapore. I was here for the 2011 meeting, when the New gTLD Program was approved, and it's funny how the lay of the hotel comes back to you after a couple of days. I just really

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wanted to thank everybody for coming today; to thank Han Chuan for pulling this together, to make sure it's clear how important this region of the world is to us.

We're continuing to build the team both for registry and registrar here in Singapore, to support the Asia Pacific region and make sure there are people available to assist you in your time zone, and that understands your region and the challenges and opportunities that exist here. I also want to take this opportunity to thank Ching for being our moderator of the panel discussion later on today. Thank you for that. With that I'm going to go ahead and turn it over to Kuek, to talk to you a little bit about our strategy here in Asia Pacific.

KUEK YU-CHUANG:

Thank you Krista. Thank you very much everyone. My name is Kuek and I'm ICANN's representative in the region. As many of you know, I'm just the generalist who flies around and makes speeches. It's people like Han Chuan that really is the interface with you guys, on many of the very critical issues that are faced in the industry. First and foremost, welcome to the ICANN meetings. Over the next week you'll hear many, many issues being discussed, and that's the nature of ICANN.

If you are law enforcement you might be interested in the WHOIS. If you're a [inaudible 00:13:40] protection lawyer you might be interested in Trademark Clearinghouse. We touch many facets of the entire industry, but really, if you look at the bedrock of the things that we do, the relationship with registries and registrars are really the cogs of the wheel, that keeps the whole machinery running. I think that for the group there are many things that we can do together.



I'm pretty new in the role. I've been here for seven months, and for people who I've had the opportunity to have conversations with, you'll know that we have an APAC Engagement Strategy underway. But many of these points do not necessarily touch the contracted parties or the registries and registrars. We are trying to address that, starting from this ICANN meeting. Frankly, at every single ICANN meeting we hope to come back to the community, especially to this group, to show how we have moved the needle to make things better.

What can we do more in terms of the contracted parties? Should we do a better job of sharing information or providing clarifications or explanations for the contracts that you guys have to go through, for example? But, over and beyond ICANN's interactions with you, I think this is a great opportunity for industry players, like yourselves, to get to know each other a little better, to understand each others' business models and basically create a network of industry participants.

So I'm very happy that we're kicking off on a Sunday morning at 8:00 am doing this. Thank you for being here. I imagine that there are many things you could do on a Sunday, but you've chosen to be here. I thank you for that. I thank the fantastic team, as well as industry friends, old and new, like Ching, and many other friends that we see around here. I wish you a very successful day ahead.

HAN CHUAN LEE:

Thank you Kuek and Krista. We'll kick off with the first presentation of the day. "Sharing" by the Registry Services. Good morning again. I'm Han Chuan, one of the members of the Registry Services Team. We'll share with you who the Registry Team is, what we do, and an account of



interactions that we have with the registrars; both in the region as well as globally. A quick introduction of who we are, what we do, and how the registries have been engaging with us over the years. We'll talk about how the registries and the Registry Services Team could actually interact more in the future.

I'm sure you've heard of the GDD Team. We always call ourselves GDD. GDD stands for Global Domains Division. This is a whole new division under ICANN where Akram is the President, to look after the New gTLD Program. Under the GD Division we have a department known as the DNS Industry Engagement. Under the DNS Industry Engagement we have three services teams; namely the Registry Services, the Registrar Services, and the Technical Services.

As the name suggests, in Registry Services, we take care of services relating to registries, Registrars to registrars, and Technical Services is technical in general. Later, Francisco will share with you about the Technical Services. So what is it that we do? In Registry Services we define what the products and services are relating to the new gTLD registries. Some of you will be familiar with things like onboarding, and things like your centralized zone file access.

These are the kinds of services we've been defining. We look at what the kinds of processes are that are involved, what kind of systems we need to develop and build to make it easier for everybody, and then we look at the implementation of all these processes and systems. As many of you are familiar with, we've been rolling out more and more such products over the months. The other core function that we do is the engagement with the registries.



We work with you on your services on what we call the registry services, as well as you contracts. So if you have any questions or queries we try and help you, to make sure that everything is in line with what the policy has stated. These kinds of interactions with the registry is an ongoing relationship. So we do not just stop after contracting or if you don't see us anymore. We'll actually continue on these kinds of engagement with the registries hopefully forever.

How have the registries been engaging us? These are the systems and means that you've been familiar with. In terms of systems we have the RRS or the CZDS, the AROS, that you've been using to engage with us. There's always the phone and email, meaning you can always pick up the phone and call us, drop us an email, and we'll definitely respond to you. ICANN has also created the MyICANN community portal, whereby you're able to see what kind of projects that the Registry Services Team is carrying on at the moment.

You can give us your feedback or inputs on how this is going. As most of you are familiar with, we have the Customer Portal. The big bubble on the right; the Customer Portal that the registry has been using, and your application to interact with the ICANN Team on your contract and on your applications. These are some of the systems and other means that we have been using to interact with the registry. Going forward, as we announced on the 17th of March this year, we are launching the GDD Portal.

Basically, we are trying to communicate all registry-related activities directly to ICANN in one centralized location, so it makes it easier for everybody. As you can see in the previous slide, there are a few systems



up there and it can get quite daunting to remember where to go and know which portal to use. So we've consolidated everything into one portal, so it makes it easier for everybody, including ICANN and registries, to interact with each other.

In this portal we can start with the registry onboarding, the Sunrise processes, your contact information, as well as your TLD start-up information. These are the services that we've already built into the GDD portal. Going forward, we will gradually integrate more and more such functions and systems into the GDD portal, so that it's easy for registries to interact with the ICANN Registry Team.

I really encourage the registries to talk to us during the ICANN Meeting. You can always catch us, my colleague, [inaudible 00:22:03], next to me here... I'm sure some of you have interacted with her. So feel free to talk to us. We are here to help you, the registries, in your relationship and your contracts with ICANN. We're not here... We're your friends in ICANN, so to speak. Feel free to come and talk to us about any issues relating to your registries, the services you want to offer, to your contracts or whatever.

We'd be most glad to help you however we can. Please catch us in the corridor if you want to talk to us. I'd like to open the floor for any questions. If not then... We have a question in the online... For the transcript, can you please state your name and affiliation?



ALEX LEE: Alex Lee, NameRich. Thanks for the presentation. I was just wondering where the GDD portal is going to be hosted and how's that going to be accessed? That's it.

ANNE-MARIE EKLUND: Thank you for the question. For all of those who've received activated contracts, you should have received a welcoming email that will provide a URL, which is gddportal.icann.org. From there, if you already have credentials, and you can use your previous credentials, for the new gTLD portal. Essentially we're using our salesforce platform, but there will be two distinct portals. Again, the new gTLD remaining the same, and then this GDD portal being the gddportal.icann.org. Thank you.

ROBERT: Hello? Hi, this is Robert from Packet Clearing House. It might be obvious to you when you say "global domain", but is this non-ccNSO type domain names, or...? What is it? Or ccTLD and IDN ccTLD types?

HAN CHUAN LEE: You're right. In one shot, it is non-ccTLD type of registries.

ANNE-MARIE EKLUND: Okay. We have a question from the chat-pod from Rubens Kuhl, the New gTLD Applicant Group Vice Chair. Why are RSEPs getting delayed responses, far surpassing the 15 days established in RSEP in consensus policy?



HAN CHUAN LEE: Hi Rubens. RSEP defines the 15-day period, but sometimes the RSEP request that gets sent to ICANN may not be either complete, or the sound information is not clear. ICANN does get back to the requester for more information, or for more [inaudible 00:25:15]. So in that sense it actually increases the 15-day review, so to speak, because we do actually have to go back to the registry operator for additional information.

So sometimes in that sense, the 15-day review period has actually been extended because of the back and forth communication between ICANN and the registry operators.

ANNE-MARIE EKLUND: We have a follow up statement from Rubens Kuhl. Specify “request past completeness reviews”, and “generated no additional information requests”.

HAN CHUAN LEE: Rubens, what I’d suggest is maybe you could drop me an email, or give me your case ID so I can check out your case and let you know the status.

ANNE-MARIE EKLUND: We have no further questions in the chat-pod.

AMADEU ABRIL I ABRIL: I’m Amadeu Abril i Abril from CORE. I have a question about what won’t be in this global domains portal? That is, what sort of communications



will we receive via email or still the salesforce, or whatever? For instance, IANA traditionally sends any request directly from their email to the email contacts. Will this also be in this new portal, or will it be kept separate?

ANNE-MARIE EKLUND:

Thank you Amadeu. We've launched the GDD portal, which is the first phase of providing registry services, or at least some of the activities that can be conducted through there. If you're familiar with the new gTLD portal, they do provide case management opportunities, so you have the ability to facilitate or provide enquiries through the portal, and we're able to review those questions and provide direct responses.

As of right now, like Han Chuan mentioned, we have the registry contact information, the technical data collection, which is also known as the [BIR? 00:27:45]. We have the registry public information, as well as TLD start-up information. We're hoping to expand those to provide other functionalities, but I think at this point of time we're looking to get feedback from the community to see how we can better enhance the tool, as well as determining what would be the next wave of development activities that should be suited for the GDD portal, such as RSEP, CZDS and etcetera. Thank you.

Also, for those that would like to become a little bit more familiar with the GDD portal, we do have a demo booth located in the corridor, very close to the registration booth. If you have any questions I'll be there, as well as my counterpart, Steve Allison, to answer any questions that you may have about the portal, and anything else from that perspective.



HAN CHUAN LEE: We'll take one last question before we move onto the next presentation. Thanks.

SOPHIA FENG: I'm asking whether ICANN has a plan to better the delegation onboarding process, because right now for different TLDs the onboarding process is not really [streamlined? 00:29:10] because different TLDs get different questions, and some of them got tens of questions on the contact information request. So I'd like to ask that.

ANNE-MARIE EKLUND: Hi Sophia. If you like, I'd be more than happy to talk to you after the meeting so I can understand the specific questions. The way that the portal is set up is each of the work items – so we'll take the registry contact information as an example – were outlined 21 sets of contact information. The requirements that are set from that may have changed over the time, as we've improved some of our processes.

So it'd be a little bit difficult for me to be able to understand what those specific questions are, but I'd be more than happy to answer them offline. Unless, if you have a specific question or a particular example that I might be able to address...?

SOPHIA FENG: I'll catch you after the meeting, yes. Thank you.



ANNE-MARIE EKLUND: Okay. Wonderful. Thank you.

HAN CHUAN LEE: Thank you everybody. I'd like to invite you tomorrow to the TLD Launch Process Experience and Registry Onboarding Session at 5:00 pm tomorrow, in the Collyer room. Some of the onboarding questions could also be addressed during that session as well. I'll hand over to Mr. Francisco to talk to us about the Technical Services. Thank you.

FRANCISCO ARIAS: Hello everyone. This is Francisco Arias. I'm the Director of Technical Services on the DNS Industry Engagement Team. Technical Services is a new area created last November. We're [inaudible 00:31:36] to the Registry and the Registrar Services Teams. We are a new team. We are currently two only, and we're looking to expand the team to be able to cover all the needs and functions that we have to cover in this area.

What is it that we do here in Technical Services? We focus on the services that are more technical in nature, for example the SLA Monitoring System or special projects that are also technical in nature, for example name collision or TLD universal acceptance. We also provide support to other areas within ICANN, with regards to expertise in the DNS technical areas; for example to compliance or Registry/Registrar Teams, or anyone else that may need this inside ICANN.

We also engage with the technical community, for example ITF and operator groups, trying to understand and keep up with what's happening in the technical community. Thus we can try to have a bridge



between ICANN and these technical communities. These are the kinds of things we're doing right now. Like I said, name collision is one of the big things that we're working on.

TLD universal acceptance, which you may hear more about during this ICANN meeting. We're restarting this work and we have a session tomorrow, Monday, to talk more about this. It would be great if you could provide some input to this process. We're looking to get input from the community on what to do in regards to TLD universal acceptance. There are other projects right there in the list that are very technical in nature, related to registry and registrar services.

I don't think I need to go into detail on each of the things that we do, but it's just to give you an idea of the kinds of things we do in the team. This is really a very short presentation. I'm not sure what else to say. I guess my colleagues here in the Registry Team and my colleagues in the Registrar Team are really the points of contact to the communities, to the contracted parties. In that sense, we'll provide support when it's needed in technical issues. If there are any questions I'll be happy to answer. Thank you.

HAN CHUAN LEE:

Right. Thank you Francisco. We'll now move onto the next item, which is the Registry/Registrar Panel Discussion. I'd like to invite the moderator, Mr. Chiao Ching, and the panelists onto the table.

CHIAO CHING:

Thank you Han Chuan. This is Ching Chiao. I'm from the registry side. I'm also the representative to the gNSO Council. I'm hoping to run the



session under my own personal capacity, and since this happens to be in the APAC region, I'm... Han Chuan and the Asia PAC Team, it's actually very good that they initiate this session. We do hope that a similar session will be running like this, in this... I actually prefer it in a focus group kind of style, in a round shape seating, so everybody can talk to each other. It's not just us to the ICANN Team, but the registrars talking to registries and vice versa.

So I'm hoping that in the next potentially one hour or 90 minutes we can have a more interactive dialogue here. This meeting room reminds a lot of us here that three years ago, in exactly the same room, we were talking and fighting with the governments, with the ICANN management, about really to launch the ICANN New gTLD Program. So I'm glad we're back here, not just copying and pasting the meeting agenda, but adding something like this; the operational experiences sharing in this time of the 49th ICANN meeting.

So I'm going to make a very little introductory remark. I'm going to stop now. I'd like to introduce my fellow panelists. From the registrar side we have Valerie Lowe. She's from IP Mirror. We will have her talk about the registrar experience so far, in terms of interacting and signing up, and also helping to channel the new gTLD products. By that I'd like to emphasize again that this is pretty much an operational experiences sharing session.

If you have policy questions, we'll leave them for other venues. This is mainly for the operational experience sharing. Thank you Valerie for consenting to be here. We also have, from the registry side, Lester Kum. He will be sharing his experiences on the TLD launches. We also have



the one and only Amadeu, who's here. There are lots of IDN and other TLD experiences that they can share.

What we'll do is, each panelist will talk about their own experiences for, let's say, five to ten minutes. Then we'll open up the floor for the discussion, for particular and other... First of all, it's the registrar, and also later the registry, the same. We'll have a five- to ten-minute experience sharing by Lester and Amadeu, and then we'll open up the floor for discussion. By the way, we have [Daniel Zung? 00:39:59] from [ZNet?]. they are still in the process of implementing the requirement from the 2013 RAA, if I understand correctly. I hope you can also share some of your experiences from the Chinese point of view. With that I'm going to pass to Valerie. Please?

VALERIE LOWE:

Hello everyone. I'm Valerie from IP Mirror. I'm actually from the Registry Liaison Team. Before the new gTLDs started, we were already launching other... The last gTLD before the New gTLD Program was .xxx. Then we also were involved in a lot of communication with the other ccTLD launches. Just to give you an idea, IP Mirror has been launching new gTLDs since last year. I counted this morning the number of new gTLDs that we have, and it's about 120.

These new gTLDs include TLDs from [inaudible 00:41:10], registries, even the IDN [from Core? 00:41:12] and [speaks Chinese]. So in fact we try to offer as many new gTLDs as possible, because our customers are actually located worldwide. So it's important that we give them this convenience of a one-stop shop service. I hope this session doesn't become a complaint session. Indeed we do face a lot of problems during



the launches. Especially now, within such a short period of time we're launching 120 new gTLDs.

So I'll actually start my sharing by splitting up the experiences that we have, based on the pre-launch, [inaudible 00:41:29] sunrise, landrush, and even the first-come, first-served phases. The most challenging part definitely will be the prelaunch, because the prelaunch actually involves getting the registrar agreement signed, getting the necessary information that we need in order to do marketing preparation for the launches on our web panel.

Unlike in the past, where we had a lot of time to get ready for any launches, this time around we actually have a few experiences with some registries where the sunrise phase has already launched, but they're not ready with the RAA. In fact for one, without naming it, we had to wait about two weeks after the sunrise launch before we got the RAA.

So even though it's an end-sunrise period, because our customers are so well informed, they already know that sunrise has started and we've been bombarded with a lot of emails asking when it's going to be started, can't we start it now, and so on and so forth. So if the RAA is late, we actually have to push everything back, including getting the technical implementation ready, the OT testing and whatsoever. So this is one area that we're facing.

The other one was that information provided by the registries is actually incomplete, because everyone is working in a different time zone. So it's very important that we have a starting end time of each phase, as well as a closing, and as well as the time zone. In fact, this is one of the



frequently asked questions we get from the customers: “So when is sunrise starting? When is it ending? What time?” So it’s important that we get this information conveyed to the customers in our marketing announcements.

You’d be surprised how the registries are not prepared to provide us with this information, so we have to keep delaying our customers and saying, “Hang on.” We don’t want to keep changing our website with the dates and the time, because it’s really causing inconvenience to the customer, which means they have to keep coming back to us to check when it’s starting and ending. If we bombard them with a lot of “newsflash!” on this, they’ll actually consider it as spam and stop reading it altogether.

The other issue that we face is that there’s information all over the place. During each launch you’ll see that my tables are all filled with documents. I have to open up everything in order to get the information that I need for each launch, which is horrendous. Especially when you have to deal with so many new gTLD launches at one time. For example, information we’ve seen may be for questions like, “Are domains on the collision list available for application during sunrise, landrush?”

This is not really available information. It’s only when we prompt them. Then the registry will come back and say, “Okay, yes,” or, “No.” We have to prompt for the, “So how much is it?” Then we get another answer. So you see, there is a lot of back and forth email communication, which is eating up a lot of resources as well. During some of the launches, especially for registries who actually have a lot of TLDs, before the launch itself they actually have a registrar portal.



But I realize some of the registries don't really take into consideration that they... They actually expect registrars to keep logging into the registrar portal to get updated information. That's instead of sending an email to us, which we thought would be more convenient for our reference. So we have to keep logging into the registrar panel. So we basically had to keep reminding ourselves that every day we had to check. It seems that there are always changes that are not communicated to us properly.

It's quite embarrassing in the sense that if we don't get updated information, our customers are the ones who get the information first. It's a bit difficult to explain, because as a registrar we're expected to know all the information like the back of our hands. Premium pricing. I think a lot of registries have premium domain names, and we also realize that the prices of these premium domain names vary so much. We have one TLD which has 30 tiers of pricing for premium domain names, and it's creating some operational issues.

As far as IP Mirror is concerned, we want to give customers a good experience, as in when they log into our portal, the moment they do a "check domain" they'll be able to tell upfront whether this is a premium domain name or not, and how much it costs. So can you imagine... At the front end, what the customer sees is, "It's so nice and neat. Everything goes through and they're putting in the right prices," but in the back end it's a very messy kitchen, you see?

So we are rushing to put in all these different prices, and it's really eating up a lot of our resources, even for setting up the pricing policy itself. The other one would be IDNs. We realize that even the registries are



launching IDNs, especially those who are supporting IDN registrations. They tend not to give very complete information. We're not told what language is being supported, so we have to keep chasing for these languages. Sometimes they'll come back to us and say, "It's in Latin language," but actually Latin language covers a lot of many other languages. With Chinese, is it Chinese simplified, or Chinese traditional, or both?

So this is the important information that we need to know, especially our customers. We do have a pool of customers who are actually interested in IDN registration. This is some of the information that we have to keep chasing the registry for. The other one would be the back-end service provider. We realize that even after the launch is announced, not every back-end service provider is ready. We do have a few cases whereby there's no web panel. Gosh!

So we have to automate, which means all these new gTLD launches are almost impossible, because registrars cannot be expected to automate all the TLDs that we're offering. If we don't have a web panel it's really a drain on our resources; having to rush through the automation just to make sure that it's ready before the launch starts. Recently we've had experiences whereby even during the start of the first-come, first-serve phase, we realized there was some problem with the EPP connection.

We cannot even connect. It's not our problem. The problem lies with the registry, the back-end service provider. In such cases the web panel actually comes in handy, because if we cannot connect we can at least submit through the web panel. This is the reason why web panel access is very important for the registrars. When it comes to sunrise, landrush



and the first-come, first-served basis, basically we don't experience a lot of problems on that, because we've already done our homework way before the start of the launches themselves.

It's just that during, for example... The only major issue we face is that those domains, which are supposed to be blocked or reserved are not blocked. Those domains which are supposed to be made available for registration are not made available for registration. So we have to keep chasing the registry, "Why? Why is it...?" sort of thing. Some of you have read the news that there are some domains that are not supposed to be made available, and in the end the registry will have to delete the domain names.

So as a registry, probably you won't feel that much impact. It's just an explanation of, "Sorry, we made a mistake in the back-end." But as a registrar we are the people facing the customers. So we actually have to do a lot of explaining. Customers keep coming back to us with, "Why, why is this happening? Shouldn't all precautions have been taken and put in place..." so on and so forth. So we, as registrars, are actually on the front-line. We have to deal with all these different questions from the customers themselves.

I hope I've not missed anything else. Oh, one more thing. We realized that there are some registries that actually charge a higher renewal fee for domains registered either during the sunrise or the landrush. In this case, it actually adds to the complication, operational-wise. In our system we must be able to identify that: "This domain is a domain registered under the sunrise or landrush." When general launch starts, we have to make sure that the customer pays the correct pricing.



This may not be a real issue internally, but when it comes to transferring a domain between a registrar, we must be able to identify that: “This domain, which comes from Registrar A, is a domain registered during sunrise or landrush.” So when it comes to IP Mirror we have to make sure that we do them correctly for the renewal fee [inaudible 00:51:44], to avoid undercharging or overcharging.

So these are the issues that we face, which we thought we ought to highlight. We realized that the registries don’t really understand the problems that we are facing at a registrar level. Thank you.

CHIAO CHING:

Thank you very much Valerie for the very insightful experience-sharing. Right now the floor is open. Please queue up. We also have the shared part. Once again this is supposed to be a very interactive dialogue. You can share your own experiences as well, and also ask questions. We will have the floor first, and then we’ll move to the shared part. Please say your name and your affiliation.

JOHN MCCABE:

John McCabe, Who’s Who Registry, Hong Kong. I was interested when you mentioned that you weren’t sure whether the Chinese language was simplified or was traditional Chinese. My question for you is, can one offer just traditional Chinese or just simplified Chinese? My understanding is that the way they’re handled is that there’s a cancellation between them, or there’s a rationalization between them.

Because we’re dealing with domains based on personal names, obviously if somebody is Mr. Liung from mainland China, and it’s



simplified, and Mr. Liung is from Hong Kong or Taiwan and it's traditional, there is no reason that they couldn't be different domain names. So my question is, you raised the issue – is it simplified, is it traditional? – many people are treating them as a cancellation.

If you register “liung” in simplified, you can't register “liung” in traditional. But am I wrong there, or am I right there? Can we treat traditional as one language, and simplified as another, specifically for personal names? There are 100 names in Chinese.

VALERIE LOWE:

Okay, so if the registry communicates to us that they're only supporting Chinese simplified, or even Chinese traditional, the same message will be conveyed to the customer. But as far as we are concerned, there are some registries that practice this. If you register the domain name in simplified version, the traditional Chinese will automatically be reserved, okay? Yes.

All along we had the understanding that regardless of which language the customer registers, it doesn't really make a difference. Until recently we found that one of the registries actually told us that, “Oh, we can only accept domain names in Chinese simplified version. So we have to take it further then. Does it mean that the customer attempts to do a registration in Chinese traditional characters, or a registry system actually rejects it, or [refuses to accept? 00:54:54].

JOHN MCCABE:

I'm lost. Sorry.



VALERIE LOWE: Okay. Let's say the registry only supports one language, which is the Chinese simplified.

JOHN MCCABE: Okay. So we have to unbundle it?

VALERIE LOWE: Yes. So it goes back to the policy itself. If you say that you're offering registration in Chinese simplified, what about the Chinese traditional? Will you be reserving it, or will you still make it available for registration? That will be our first question.

CHIAO CHING: Probably... Let me try to help just a little bit here.

JOHN MCCABE: But the question is: that is an option, to have them reserved separately?

CHIAO CHING: No, not at the moment, but yes, maybe in the future. Right now the simple answer is no. But yes, the bundle is available only for the country codes; the IDN.cn and the IDN.twn.

JOHN MCCABE: The bundle is available only for the country; like .tw, .cn?



CHIAO CHING: Right. But for the gTLD the policy is not ready yet, so right now you're seeing some of the IDN simplified Chinese, or the IDN transitional Chinese. It's only now available for one particular script. Potentially they could be added...

JOHN MCCABE: So you're saying it's only available for simplified?

CHIAO CHING: Right.

JOHN MCCABE: Okay, because I actually have a .whoswho, and we're working with Neustar, who does .tw and .cn, and we are told it's bundled. We're getting pushed back on unbundling. So the question is, what is the reality? I don't want to get ready to launch in China and all of a sudden I can't launch in traditional or can't launch in simplified. I don't necessarily want to cut in half the number. Does it rationalize... If I have a Chinese name in... My domain is, let's say, a Chinese name in traditional Chinese. Somebody types that name in in simplified, does it come to me? Does the message come to me?

CHIAO CHING: John, I'll have to take this offline and say it's an IDN variant issue. We'll definitely have to talk on the sideline. Actually, Han Chaun is also...

JOHN MCCABE: Yes. We actually talked in Buenos Aires.



CHIAO CHING: Right. So we'll have to take this offline. Thank you John for bringing it up.

ALEX LEE: Hi. Alex again, from NameRich. Thanks Valerie. I think that question and exchange was an example of how that could turn into about 100 different emails on just that one particular topic, and that's just one extension, or just one TLD. With all the information about some of these challenges that you're facing, as the front-facing front-lines, I was wondering if you had any comments in terms of best practices?

Maybe things that you've seen that have worked well and helped you to be able to launch an onboard extension rather effortlessly, or with less effort than some of the other ones. Now that you've been through this process – and I think maybe by default of maybe a lot of the registries themselves – they figured out, "Let's just get them going and then we'll figure it out as we go. We'll actually put a lot of that heavy lifting on the actual registrar."

So the times have changed – it's flipped. It's become more of a supermarket at this point, where registries are now vying for shelf-space and to get more front-page or more exposure. So, are there best practices that you, as a registrar, can set forth to the registries that are coming to you, that want to onboard? To whom you can say, "Okay, if you want to be with us then you basically need to have all this in order before you even come to us, or we're not interested in speaking with you,"?



I'm interested if you have any – going through your battles in the initial onboarding stages – if you've come up with any idea or strategies for how to make it a better process? I think at this point it would also be beneficial for ICANN and the Technical Team in the GDD to think about how they can maybe develop technology or a platform to help streamline some of that.

VALERIE LOWE:

So, in fact, because of our experience with the different registries, internally we've come up with our own checklist of standard questions that we need to ask the registry in the event that we can't find this information in the registrar manual or documentation. But I thought some of the things that would definitely help the registrars would be very simple things, like the launch phases, the time and the time zone – that's pretty important to us – and then this thing about the collision list.

At least let us know whether the domains on the ICANN collision list, whether they're available for registration or not, and at what price we'd have to pay in order to apply for these domain names. Because there are some registries who also set categorized domains on collision lists as "premium". This is the reason why we have to go back to the registry; to check, "Also, if you say a domain is on the collision list, how much is it? How much do we have to pay?" because these are things that we have to communicate with the registrant itself.

If you really want to have a so-called best practice, we do understand that registries operate differently based on their policies. But I think certain things can be streamlined in such a way that I don't know if we



can help ICANN or even the audience here, in that there is a certain... I mean, if you want a checklist, I can give you my checklist of other information that you need. At least ICANN could probably request for the registry to indicate some basic information in their manual, or even in the RAA itself. That would be very helpful.

CHIAO CHING:

Thank you Valerie. Do we have anything from the chat-pod at this moment? Okay. Any questions or thoughts to share at this moment? Okay then. In that case we'll move onto the registry part. I'll pass the mic to Lester first, perhaps?

LESTER KUM:

Thank you. Hello? Thank you Ching. Good morning everyone, my name is Lester. Probably a quick intro on myself before I move onto some of the registry-related experiences that I've had with new gTLD applications over the past year or so. I've been in the domain industry for quite a while now, and I'm lucky to have the opportunity to work on both the registrar and registry side of the business.

I've seen a lot of scenarios like what Valerie has previously mentioned as well, and we have our fair share of issues on the registry operation side as well. I just think that maybe better engagement and collaboration, like what ICANN is trying to fight for, would hopefully lead onto a much better platform. One where we can actually resolve these problems or issues that we have in regards to information sharing, as well as better processes for us to properly interact with one another.



One of the biggest problems that I faced when I was actually helping my clients apply for new gTLDs, is that... The application itself, I wouldn't say it's easy, but it's a straightforward process where if [inaudible 01:02:55] questions, make sure that you comply with the policies that are in place. Subsequently, as long as there are no issues with your processes that are in place, ICANN approves the application and then we move onto onboarding.

Of course, onboarding is another issue that I'd probably have to feedback to the ICANN team. It's a complicated process, right? Over the past year or so I've seen a couple of issues popping up here and there; hundreds of emails flying around asking questions as to, "How do I do this properly?", "What is the best way to do this?" and stuff like that that. I'm probably in the same [inaudible 01:03:32] as Sophia, which she mentioned earlier as well. So it's the same issue over and over again.

Hopefully we'll get to resolve that as an issue as well, as we move further in and get better processes from the ICANN Engagement Team itself. The other side of the problem that a new gTLD applicant I think would face, whilst setting up the business as a registry, is that a lot of them, when they come to me, they are the brand owners, trademark owners, or even people that want to start a business. They have no idea exactly what to do or what processes are in place.

So they plunge straight into the business, and then when they get approved a lot of them feel very lost, because they don't have a proper framework in place. Policies are not defined properly in the pre-launch period when they're actually waiting, starting to engage and starting to market the extensions itself. Having missed this particular step means



that you'll have a lot of issues when the launch actually finally takes place; things like missing information, policies that are not defined – for example reserved names, that Valerie has mentioned just now.

You forget to reserve names and stuff like that, so it's a very bad experience for registrars on a whole. If you leave a bad taste in a registrar's mouth, then I think that would cost your TLD to probably be less successful than the others. It's a problem. So generally... Maybe I'll share a little bit of experience in terms of the consultancy process, or other frameworks that are put up when I actually help an applicant prepare for the new gTLD itself.

Ching has given me some guidelines to actually break the discussion up into five different areas; prelaunch planning, sunrise, landrush, general availability, as well as postlaunch feedback. So I'll probably just touch a bit on the prelaunch planning itself. In the first phase of prelaunch planning, as I mentioned, obviously a set up of an efficient operations team in the registry itself would be very crucial. You need these people to actually handle the liaison teams from the registrar itself.

If you don't have an efficient team to handle this, you'll get hundreds and thousands of emails bombarding you, asking all sorts of questions. Having said that, obviously the definition of the rules, procedures, policies and guidelines to register a name in a TLD is obviously very important. So this process itself, of defining the framework, could easily take even a month, or even longer.

Ask Ching. He has plenty of experience of .asia; in the past, when I see them struggling, when they were trying to get the TLD up and working. So it's hard work. But I really have to say that .asia is one of the more



successful TLDs around, with a very nicely defined framework, which is very clear and information flows properly. That's a very good example. I always tell me clients, "This is something that we should do. We should follow and make sure that things are defined properly."

Of course, the next steps that you have would be connectivity of your systems to various providers like Trademark Clearinghouse, the data escrow provider, any cost providers, to make sure that your services are up to scratch, according to ICANN requirements. This is probably something that your technical team will have to take care of, and ensure that you are in compliance. I see a lot of TLD applicants actually trying to struggle with various service providers that I've mentioned. This is another point that we probably need to take note of.

Last but not least, of course in the prelaunch phase you need to take care of engagement of registrars. This is things like, why should registrars sell your TLD? What is the unique selling proposition that you have for them? With the launch of what Valerie mentioned, 120 TLDs, why should I, as a registrar... I mean, "I have marketing power right now, so why should I sell your TLD? Tell me why? Is it because it's cheaper? Does it have certain propositions that I've missed out on?"

If you can define those properly, reach out to maybe your audience, or even registrars with a proper proposition, and then probably it will make it slightly more attractive than the others. Of course, in this particular phase, which is a very huge phase that you need to sustain, even after you've reached the general availability phase, there are two things that I usually ask my clients to look out for. That is, you need to prepare a proper marketing campaign, and of course a PR program.



A marketing campaign is where you engage your registrars as to how they can actually help you sell better. It can come in terms of outreach and [inaudible 01:09:09] programs, as we've seen in many of the ccTLDs. Things like [brop base? 01:09:12] programs, [grove base?] programs, or even time bomb programs. I'll touch a little bit more on these three areas when I reach the general availability area of it.

Of course, you need to raise awareness of your TLD as well. There is a lot of engagement you need to do with the media. They have a process. Send out a lot of press releases, and obviously speaking opportunities to market your TLD itself. So these are some areas which I encourage TLD applicants to do; to reach out to the general market as a whole. So that pretty much sums up the prelaunch planning phase, which I think is really, really important.

I think this is the most important phase of setting up the registry as a whole. It might seem easy to say, but it could easily take months of work and sleepless nights to actually get this done and put in place properly. Next I move to probably the sunrise phase. What I've been asked many times over is, "Is 30 days too long a period for sunrise? Should we shorten it or lengthen it?" Because now we have the trademarks claim process, which obviously still runs after the sunrise itself, up to 90 days.

I would think, if you ask me, that 30 days is just nice a period; not too long, not too short, just nice enough for people to actually understand and finally decide whether they want to register in this particular phase or not. Of course, I would encourage applicants for new TLDs to break up sunrise into various phases, which we ourselves, when we submitted



an application for the .vip itself, we also break it up into many various phases.

Whatever phase you break it up into is really up to you, depending on your policies, but in general we choose to break it up into a government phase, where you allow governments from all around the world to actually register names in this particular phase itself. Of course in the next phase we move onto trademark and brand owners, where we engage the IP community to actually register in this particular phase as well. Last but not least, we also take care of public companies that want to register company names, but do not have a trademark itself to actually ensure that they get their own name in this particular sunrise phase itself.

Of course, if you have contention, I'd say that we could potentially move in the way of an English auction model, where the highest bidder wins. That's been practiced by a lot of ccTLDs in the past, and it's a fairly accepted method for contention to actually be resolved. Okay, so after sunrise, naturally comes landrush. I've not got many comments in this particular phase. I'd say that probably first-come, first-served would be something that most registries could potentially consider. It's generally accepted and been done to death in the last few years in regards to launches as well.

So unless there's any particular reason that you want to vary your landrush, I do not think that that's a reason to do so, and it just causes a lot more burden on the registrar, which are used to normal processes that have really been put in place for the past maybe five to six years, in that case. Okay, last but not least I'll move to the general availability



phase, where I probably will touch a little bit on the different [inaudible 01:13:11] programs that I think a registry could potentially use to engage their registrars, and of course the general public.

The first thing that we thought of for some of my clients, was that we have this thing call a “special introductory discount” – we call it SID – to actually engage specific geographic groups, or even communities that are related to your TLD itself. For example, if you have a .property or something, then maybe you could do a special introductory discount for this group of people, because probably they may want to register hundreds, or even thousands or names in this particular TLD itself.

So giving them that bit of advantage there, to do this, it may result in many more returns for you in the long run. Then of course we see things like bundle discounts as well, which has been done to death by some registries. This is things like “buy one, get one free”, “buy two, get three free”, stuff like that. These are things that gTLD applicants can probably consider as well. You have contract year discounts, which gTLDs also do as well: buy more for less. Buy more years, register [three? 01:14:30] for less.

Last but not least we have volume discounts. Probably give a bit of incentive for registrars that have a lot of names to be registered. If they have more names, basically they get charged lesser. Again, that’s been done to death. Last but not least, these postlaunch planning... I have to finish up very quickly because Ching has shown me the time sign already. I’ll just end this part with poll launch postlaunch planning.

Of course, at the end of the day, when you’re done with general availability and the launch, obviously last but not least you need to



sustain your marketing and promotion efforts, and of course identify growth trends. As you can see, a lot of ccTLDs are trying to identify which communities are particularly attracted to the TLD, and then from there you could probably expand your business in that particular area. So thank you for listening. I'll pass onto Amadeu for the next part of it.

AMADEU ABRIL | ABRIL:

Thanks a lot. Thanks to Lester for saying many of the things I wanted to say. One thing I need to say is that I come here with one hat and a half. As a matter of fact, CORE is a registry, but many of you know that CORE was one of the five original ICANN registrars, and we are still a registrar. Not CORE itself, but a subsidiary called COREhub. We have these vertical separation rules, that we decided, and also ICANN imposed. So we are in agreement this time.

Even though I'm not in the operations of the registrar, I just collect as many of the facts that we are getting there. The most important one is that the world is very different, but not all of us are realizing that. I think that registries are realizing that the world is different, much less than registrars, that have no choice at realizing that. An example: when I was the CEO of .cat during 2006, I remember two registrars came to me saying, "That date in the sunrise is in the same week as something that .eu is doing in landrush, so can we move that? Because two things in the same week is too complex."

So we did that. First it was .eu. Then .cat. What .cat was finished, [.azia? 01:16:50] came. It was an easy life where, you know, you had one TLD to handle at a time. Now it's something like one TLD to handle at a second, which is a very different [inaudible 01:17:01]. But still, we



as registries tend to have ideas of how the world should be, and to impose these ideas to everybody. For instance, people like Lester and me may disagree on what the perfect landrush is.

In CORE we believe that landrush should be end date; that is time irrelevant, not first-come, first-served. In the past we've seen, as registrars, that first-come, first-served for the zero moment of the landrush means which registrar is more lucky. It has nothing to do with the registrant being more diligent in applying for a domain name in cases [unnecessary tension? 01:17:38]. Especially when you have so many to handle in a week.

One minute may make too much difference, for the registrar, not just for the register. Therefore we decided that it's end date, but all the rest are first-come, first-served. We run landrush in parallel to sandrush and other limited registration periods. Many others do that sequentially. The result is that, frankly, nobody knows. If I had to pass an exam now on the launches of the TLDs for the last two months, I would miserably fail, and I think everybody in this room would. Perhaps except Valerie.

We would all miserably fail about the dates, and the [inaudible 01:18:18]. Now, one thing we all could do is improve the information. It's very good that we have very good documentation each one providing that. But both ICANN pages, and Trademark Clearinghouse pages are not very informative. To start with, they just talk about sunrise, but not other limited registration periods that many, if not all then some, TLDs may have.

Then we have this very confusing information, which claim services are only [noted? 01:18:52] for post-sunrise, and you can't even know that



during sunrise you have other phases where claims will also be needed. So you add to the confusion; your [ample? 01:19:01] registrars that don't understand. Yes, they have the documentation but they have hundreds of thousands of pages of documentation from all those TLDs.

So I think that in this regard we could all improve. We need to agree, as registrars, and with ICANN, whoever, to have a better channel for information. If they can say something to ICANN, for instance, not probably the most practical information, but a way of gathering the information for the starter periods. Not a Word or PDF file. Instead it would be a form that you could edit output.

Also for us registries, having the information of which registrars have passed the [TMBD? 01:19:40] test and therefore can access sunrise, landrush, in the first 90 days. The best way is not a PDF that's not searchable. We need to read each time and guess the company name, the business name, and how to [inaudible 01:19:54], "We want to offer your TLD, and we haven't really passed the Trademark Clearinghouse test, so please allow us."

So these small things could probably be improved, and will be improved in the long-term. Now, regarding also what we're doing as registries – I say "we" but not particularly CORE but as a group, I think that there is too much obsession about A) [all? 01:20:20] days, and B) talking to your lawyers. Why on hell do you need an NDA to discuss how to access [OTNE? 01:20:29]? Why is technical documentation and access to [OTNE] subject to any requirement?

ICANN registrars are ICANN registrars, no matter whether they have already started their 2013 RAA. They are registrars. So you should allow



them into the [OTNE] and we should not allow them into production until we have all the requirements. Granted. But why make your life miserable, exchanging faxes with unreasonable NDAs where there is in fact no information; there is just the legalese of pretending you're being serious and diligent, where there's nothing to be covered as confidential.

You didn't need to do that for each TLD, but it was exactly the same technical information, which is even more ridiculous. So we have all these kinds of things that really should and could be improved. Now, on our side we also have the other problem, the first TLDs. The only TLDs that CORE has applied for as CORE are IDNs in Cyrillic characters and Arabic characters. Most of our registrars, for the first two, were Cyrillic characters – there's Russian, Bulgarian, Ukrainian, Belarusian.

Most of the registrars had no personnel that were able to read that alphabet, which makes things more difficult. Even when we try to explain things when you come to not seeing what you write, the level of errors and Internet errors is really higher. So as you're running all these phases in parallel, we wanted to also help the registrars by saying, "Well, you make a mistake and you send something to the wrong phase. There's no local trademarks, there's transliteration of Latin trademarks, whatever. These strange phases we have. We will solve that for you."

The problem is that we then discovered that the EPP [allowance? 01:22:22] extension draft doesn't allow for this kind of thing, so [my? 01:22:27] data has to be quite strict on the requisites for each phase. Therefore we cannot play and just say, "Oh, you made a mistake, don't worry. We don't reject, we bring that to the correct phase." So we've



created a little bit of workflow of, in my region, [accessory? 01:22:42] because we have this premise that most technicians tend to believe that the world is perfect and simple.

Everybody knows perfectly the rules. This is, in truth, absolutely incorrect. So we have a system – not only our system – but a system in the EPP extension for launch, that’s a little bit too rigid to handle understandable human mistakes. Especially when you’re handling languages you don’t understand or [inaudible 01:23:05] – impossible things to handle, right?

Now, one thing that most registrars... I think that the first two things that we are asked about the TLD is... The first one is, “What’s that for?” as I said. “What’s the proposition for that? What is that intended for?” The second and third is, “What are the dates?” and, “What’s the price?” The price is totally up to us. For the dates, especially now, for the first TLDs, it’s been a challenge because it doesn’t depend only on us. It also depends on whether ICANN will approve this, or that, or not.

We, as CORE, apologize to our heroes, which are a couple of [Russian? 01:23:50] registrars that were able to be in our first sunrise. [inaudible 01:23:53] heroes because knowing things as we were going, we were telling all the technical information, but some of the important things like, “Well, these will be possible, or not,” we only knew at the very last minute. That’s something we shouldn’t do. But this probably won’t happen eight months from now. But it’s still happening.

One thing we haven’t done, as CORE, and that we know that we have to do, is have a better frequently asked questions list. We have all the technical documentation, but still the old assumption is, “Here you have



a clear explanation. You'll read it and understand it. It's so clear that that will be it." Then what happens? Well, the hundreds of emails we were mentioning. Right? Some of the emails were people that were a little too lazy to read documentation or check some basic things.

Most of them were very logical questions that only came when a registrar encountered a specific difficulty and we think that we need to add to the list for prelaunch and [lesser mentioned? 01:25:00] – trying to foresee [inaudible 01:25:05] clear, not just in technical language but in question and answers language, and the most frequently asked questions you get from registrars regarding the TLDs.

Finally something... Well, I promised to myself not to say anything about Trademark Clearinghouse claims services, especially sunrises for IDNs. So I won't. Just a smile, and you will understand what I think about what happened there. Now, what I wanted to say is also, to end up, something for ICANN. As a registry, and also as a subsidiary registrar, it's a little frustrating to see that there are a lot of rules, a lot of hurdles, a lot of things you need to ask permission for. Then there's a huge degree of impunity of what registries are doing under the table.

You find suddenly that before you're offered an RAA, the landrush has started and it's first-come, first-served. You learn that some registries put absolutely conditions that only its own registrar, its subsidiary registrar, would be able to abide with. So there would be nobody else being able to offer that, etcetera, etcetera. We have the impression that nothing happens at the compliance level.

So it's a little bit frustrating on one side; trying to do things by the rules, and the other side saying that people are doing a lot of strange things.



Many of them are out there in the specialized blogs, explaining things that are quite strange; regarding equal access for registrars, regarding when the period should start and with which guarantees, etcetera, etcetera. Nothing seems to happen. I repeat, this is a little frustrating for the general morale of the community. Thanks a lot.

CHIAO CHING: Thank you Amadeu. You just confessed that when we see your smile that something might not be right. Anyway, thanks so much for sharing... Thanks both to Lester and Amadeu. We have about ten minutes for Q&A and also for interaction. Would anyone like to come up to the mic and have questions? The registries are a bit shy, or the registrars are already frustrated, so no questions for the registries.

AMADEU ABRIL I ABRIL: So you're ruling out the third possibility that Lester and me were...

VALERIE LOWE: By the way, I have a question. We realized that during each launch there's always a very short time for the registrars to react. For example, the sunrise is scheduled in such a way that it's like one month, or even five days. That's a very short time. For example, if a TLD is going to be launched next week, and it's only on Thursday or Friday that the registrars are being informed. Sometimes we have an even shorter period of turnaround time.

I'd just like to get some knowledge here as to – is it because ICANN was very late in the approval of the dates, or is it because registries planned



the time in such a way that... I understand the anxiety of getting it launched, but is it because the dates that are submitted to ICANN are, for example, very short or very near, and even ICANN has no time to do it early for the approval?

CHIAO CHING: I'm not sure that we have the right ICANN representative here, but Anne, would you like to...?

ANNE-MARIE EKLUND: [01:29:00] I'll go ahead and take a stab at answering that question. I think it actually varies across the board. Based on some of the data that I've seen coming in, we have quick turnaround times. There is additional questions that we have to do outreaches to, so that extends the amount of time of when we could actually have that published, reviewed and approved.

So unfortunately there is no real trend or distinction of the cause of it. I think it's on a per-registry basis or that particular TLD, and what the entity has in mind when they submit that to us. But if you have further questions or if you'd like to learn more about it, I'd be more than happy to take that back and get a more detailed response. Thank you.

CHIAO CHING: Thanks Anne. John?



JOHN MCCABE:

John McCabe, .whoswho. New York, Monte Carlo, Hong Kong. I just want to say thank you, all in ICANN. I think we all have to realize that after more than 20 years of bringing on 22 gTLDs, this is groundbreaking territory, and it's just insanity as far as the numbers go and the amount of time it's taken to go from conception to today. I think that everybody's dealing with just not having any precedence on which to organize. To the ICANN team, thank you for all your doing. We know that you're under a lot of pressure.

If I may, and if you'll excuse my back, to all of you, the registrars and the registries, I'm on the registry side and I know how difficult we are. I'm asking questions today that should have been answered maybe long ago, but for the registrars too, the answers are not always as quick in coming as we'd like. So nobody's doing this against you and nobody's doing is against us, it's just the way it is. So if everybody could be a little bit generous with each other it would be helpful.

If we don't have answers for registrars it's because we don't have answers from ICANN. It's not like anybody's out to put anybody else in a bad position. Everybody's just trying to get to the finish line, so that we're offering domains and have registrar/registry agreements in place by the time sunrise is two months behind us. We're setting up dates and we have no idea what's between us and them. So on that note, thank you all again. Everybody's doing their best and I think we have to keep that in mind.

CHING CHIAO:

Thank you John. Actually, one of the questions I've seen around in the panelists, is in particular how everybody feels about the required 30



days of the sunrise period. I know some of you touched very briefly on that. What about what other people in this room are thinking? Is 30 days enough? Or we need more time than 30 days, or we don't need 30 days? 10, 15 days? We just need some rough thoughts. Jacob?

JACOB WILLIAMS:

Sure. To your point I think... Boy, I don't want to say two weeks is enough, but from a registry that's going into operation soon, we're seeing such a bottleneck with the TMCH a lot of registries just want to get it out of the way, which is why I think you're seeing people start right away with not even having a registry/registrars agreement in place. That's a shame. Then I have a comment, if you don't mind?

This is regarding the TMCH as well. We are based... I am Jacob Williams. I'm from a registrar and registry applicant in Tokyo. This point kind of goes on with the mixed groups issues, with the TMCH registrations. So it's not really a question for the panel, it's just more of a comment. In Japanese we have katakana, hiragana and kanji. Those scripts are so intermingled in the language, in one sentence you'll use all of them. A lot of trademark holders have trademark registrations that are in both scripts.

Unfortunately right now they're not allowed to register those marks in the Trademark Clearinghouse. We've seen a lot of inconsistencies with the way it's handled in the Trademark Clearinghouse. For instance, some registrations will be marked as "verified" and "valid" but you can't have a label. That makes no sense because you can have a Japanese domain name that has mixed scripts, so why can't we have a label?



So I just want to urge ICANN to take care of this immediately. We're excluding a whole population of trademark registrants for monitoring and protecting their brands, or using TLDs and marketing. So I just wanted to bring that up.

CHIAO CHING:

Thank you Jacob. The purpose of this forum is really to get the community to have input. We have transcripts and I hope that the ICANN staff will digest what's being discussed here. It's not just a one-time DNS forum here. I'm hoping that we'll keep this going, and then trying to incorporate thoughts, as Jacob just mentioned. That's one of the suggestions here. Yes, next?

ATUSHI ENDO:

I'm [Atushi Endo 01:34:49] from JPRS. We are based in Tokyo and we're doing the ccTLD .jp and we're also an ICANN-accredited registrar, and also a new gTLD applicant. Thank you very much for that, panelists, and also Chiao Ching for your coordination. This is not a direct question for the panelists, but for all who are in this room. The New gTLD Registry Agreement requires a lot of new things. For example, Specification 11.3(b), which requires: "Conduct technical analysis of security threats, and maintain statistical reports of security."

I'd like to know that every new gTLD applicant, especially the registry back-end providers, knows how to comply with these requirements, and the technical side, and also the operational side. My understanding is that this is for the operational session, so this is a suitable place to raise these. Why don't you share the experience? Another thing is the data



escrow. Just this weekend, on Friday, is the fourth data escrow... [Asia? 01:36:40] got the accreditation from ICANN, and they're the second in Asia.

Before that, Iron Mountain and SCC were the only two that had the same kind of dominance in [escrow Asia? 01:37:00]. But for example, especially in Asia, there's a particular law or regulation in each country for data things. Is there any specific situation for each applicant to comply with that kind of regulation, and that needs to [keep? 01:37:32] escrow Asia in all its country? I'd like to know that; that sharing of information of those kinds of things. Thank you.

CHIAO CHING:

Thank you very much. So you have two questions. One is for Specification 11. Anne, would you like to address that, or will we just leave it as it is?

ANNE-MARIE EKLUND:

It may be a little difficult for me to address it directly or specifically, but that I can do, or what I'd like to do, is maybe take your questions off to the side to make sure that I could get the details of it correctly. Then I'll work with our Technical Services folks to make sure that whatever information that you need is available; and obviously not just to you but to everyone as well. But I was actually trying to look at Specification 11 as you were talking right now...

But in terms of compliance and being compliant to it, part of the things that we've asked during the onboarding process, I think... In Buenos Aires it was considered 1(b) of the onboarding process, and it was



focused on a lot of the technical aspects. In the initial process of collecting the information, I think there was a lot of description in a text form, and there was a lot of information about, “What do I need? What do I need to provide?” etcetera.

What we tried to do, again with the GDD portal, was create a work item that’s synonymous to a task. The web form itself has a lot of the validations already in place, so that whatever you submit to us has a little bit more rigor versus what you would submit in a text file. Unfortunately I wasn’t quick enough to read Specification 11.3(b), to be very specific, to see if what we’re talking about is the same. But I encourage you... As we’ve launched this portal, we have these web forms, and they are guidance documents. They provide specific directions as to how to fill out each of those fields. I hope that will provide some sort of information. But I’ll definitely look into this.

Jacob, I also wanted to thank you for your feedback. I didn’t have a chance to acknowledge that as well, so I just wanted to say thank you, and again to the panelists for providing information. I don’t know if you’ve seen, but I was rigorously trying to write as much detail as I can. I encourage all of you guys – because it seems as though we may be able to end the meeting a little bit earlier than anticipated... I’m more than happy to hear what you have to say. I’ll take back the feedback.

I know I’m not exactly the most technical person, so it would be really helpful for you guys not to be shy, and to bring these issues or concerns up, because we do care. We want to make things more efficient, as well as easier. The idea is to figure out how to do that, and I think the best way is to talk during these types of forums. Thank you everyone.



CHIAO CHING: Fantastic. So for the second one, I think I've shared the concern with you about the data escrow agency that is only... Some of the registries are located in the jurisdiction that requires that the data stays in the boundary of that particular jurisdiction. I've come across a couple of incidents in which the registry applicants are bound by local laws. They cannot transfer the data away from their local jurisdictions. So, point well taken. Amadeu?

AMADEU ABRIL I ABRIL: Just a comment on this escrow issue, you are completely correct. But no matter where the escrow agent is, it's located during the normal operation of the registry, there are two things we cannot escape from. The first one is the escrow agreement, which is the escrow agent and the registry being subject to Californian law. The second one is the fact that the real goal of this escrow agreement is that in case the registry disappears, the data can be handled by ICANN.

So even if it's located in Europe or Japan, the data controller at that point will be ICANN in the United States. There is no other escape from that, than creating different ICANNs, which I think would be a bit overshooting for this problem. So yes, we have this concern as Europeans, but at the end of the day, where the data is located in our jurisdiction is less relevant than who has the control.

So we need to deal with our data protection agencies, with the fact that up-front, no matter where the data is located, it could, if something happens, be handed over to ICANN. Even if it doesn't move [.europe?



01:42:35], because either the [inaudible 01:42:39] or the new registries are still in Europe, the culture will be in California, and we need to handle that.

CHIAO CHING: Okay, thank you. Sophia?

SOPHIA FENG: Sophia from KNET. Thank you Ching and all the panelists today. It's a very informative session and also a very good communication forum for both registries and registrars. I have two questions concerning the upcoming registry operations. I wanted to see name collision issues. This has caused a big problem right now for some of the brand TLDs; [inaudible 01:43:19] back-end operator. For some of the name collision lists, for some brand TLDs, there are tens of hundreds of the block names that they actually want to use for internal use; for example like .oa and emails.

These kind of names are in the block list and they cannot use them. The brand TLD spends a lot of money on acquiring the TLD. But for this moment they cannot use it, and this is really causing a lot of internal issues for them as well. So I want to ask ICANN whether there is a clarification on the name collision issues, and also what the timelines are for resolving the problems. The second question would be regarding the CZDS management platform.

Some of the brand TLDs right now are launching their TLDs and they are receiving a lot of requests from the CZDS management platform, which is for registries to manage their responses for the zone file revisiting



requests. For the brand TLDs, most of them want to refuse the zone file request due to the sensitivity of the information, and also the business secrecy. So the platform right now is not very user-friendly.

Also, managing requests one-by-one creates a lot of work, and it also eats up a lot of resources for the brand TLD registry. So the question is whether there is a better way of managing it? For the brand TLDs, for them, it's not really making sense. So maybe there is a more uniformed approach for them, from you, to manage it.

ANNE-MARIE EKLUND:

I'm going to attempt to answer this one too. Let's see how I do. The first on, unfortunately, for a name collision, I'm not the right person to ask. I'm not the subject matter expert, and by all means I don't want to provide any false answers. But I do know that we have a couple of sessions – and I'll be more than happy after the meeting, if you want to go through to see where it would be more appropriate to ask that question and get it answered? So let's definitely touch base after this.

Then in terms of the CZDS platform, that's one of the items that we're looking into to see how we can better figure out how to handle this more efficiently. I know that we're still in development, in terms of our next phase of enhancing the GDD portal, of which this may or may not be part of, or of some future phases outwards. But I would be interested to understand a little bit more about the pains, and again that could be something we could discuss off to the side.

Unless, if it's something that everybody else would like to discuss further, then I'm open to that as well. But again, I'd be more than happy



to understand what the issues or, or the pain-points, so that when we do start to revisit certain processes for efficiency, I'd like to be able to provide that information. But thank you.

CHIAO CHING: Thanks. I'm hearing quite clear that the panelists, Sophia and many others, have concern on how the blocking lists for name collision are actually being generated. First of all, I'd like to encourage everyone to join the name collision panel tomorrow afternoon. I think your point, and what some of the panelists have also addressed, is how that particular string gets on the list, and how we communicate, "That particular string shouldn't be on the list. That can be allocated for the registry or actually for..."

VALERIE LOWE: Or particularly names that...

CHIAO CHING: Right. So there could be a mechanism. I guess that's the purpose of that particular panel, and [leading the way? 01:47:40] that there could be a framework for the registry to discuss. But thanks for bringing up the question again. That's very helpful.

ANNE-MARIE EKLUND: Actually, one more follow up. Based on the schedule, it is on Monday at 1:30 pm. The name collision meeting will be in the Collyer Room, and I believe it's out on that side. So I'll be sure to inform my colleagues



about your enquiry, but I'd encourage you to ask again so that we can get it addressed by the right people. Thank you.

CHIAO CHING: Thanks. Do we have anyone in the chat-pod right now, or...?

ANNE-MARIE EKLUND: I do have one comment from Rubens Kuhl. His comment is: "There is no reason in refusing CZDS requests if the zone is signed with the NSEC. DNSSEC allows zone walking unless NSEC 3 is used.

CHIAO CHING: Okay. I think we are running close to the end of our session, but the last point here is the engagement collaboration communication between the registries and the registrar. Many of it appears that you know that you've been participating in the past. In-between, there are intervals for registries and registrars to gather for a particular region. The ICANN Team has been organizing that in the past. At least from my own experiences, .asia has been finding that very helpful.

Then I'm hoping that by doing this DNS Forum, we'll be doing this type of experience-sharing on an ongoing basis. But what are your thoughts? What are your suggestions? Anything in this community – especially the contracted registries and registrars – what's your take and what would be your suggestion for how we could communicate better, in terms of getting our policy suggestion to ICANN, in terms of end to end discussions on the registry and registrar operational issues?



Any suggestions? Or maybe the question is too big. Janna? Sorry, I notice that you're thinking... Or you're not thinking. Okay, Janna? Thank you. Sorry to put you on the spot.

JANNA LAM:

I'm Janna from IP Mirror. Actually, I have a question for ICANN. When we speak about collaboration, both registries and registrars in the new gTLDs are governed by ICANN. So I refer to the problems that we are facing, which Valerie, my colleague, has highlighted. This is a question for ICANN, as in... Based on the rules, registries are supposed to give us 30 days notification for sunrise, so we have ample time to inform our customers and the registrants, or the trademark holders. But this is not the case when we launch all the TLDs that we've experienced.

Some do and some don't. So how does ICANN look into this, so that it doesn't pressure us as a registrar to hold onto that responsibility? You are the guys who approve the dates. This is one thing. Of course, when you're talking about collaboration, I think a communication channel with... We are already talking to the registries, and the registries are already talking to us. But there are issues, and along the way we know that we don't get a response from the registries, as much as we'd like.

So I'm not sure... I mean, this is open to the floor as to how we can get to have a proper communication channel. I know some are very responsive, but some are very not.

CHIAO CHING:

Thanks for the comment.



ANNE-MARIE EKLUND: Thank you Janna. Unfortunately, I can't speak on behalf of the registries in terms of the communications, but ICANN is aware of the need to have better engagement between the registries and the registrars. We've been working very diligently in providing a platform – and I think we've called the tool ["Arrows"? 01:52:32] and we've had a beta test. We've gotten positive results. I think we're in the process of providing the feedback back to the community of where we are with that current project, and seeing how it could help facilitate this.

I think based on what I've been hearing from the feedback, this tool could potentially provide that platform, to better enhance the communication. Again, it's dependent on the registries responding to the registrar, which unfortunately ICANN can help provide that platform but not push one way or the other. In regards to the 30-day notification and ICANN's position on that, unfortunately, since I'm not the person that handles the day-to-day activities of the reviews and the approvals, I'm aware of some but not all.

I'd had to resort back, and this would be a Krista Papac question. I would be more than happy to raise this to her attention, and hopefully we can provide some sort of response. I'd actually encourage you to even submit a case or enquiry to our newgTLD@icann.org address. Again, I'd suggest this across the board. Even if you're not a new gTLD applicant, all of those questions are going to our customer service center, which is actually manned by a very nice team that reminds us and provides us with these enquiries.



Then our teams and subject matter experts will provide the appropriate response. So we're more than happy, especially for these types of high-level questions about our processes, or even about giving us feedback... I encourage the community to leverage that as an opportunity, because it will come back to us, and I've seen plenty of feedback that has been helpful.

CHIAO CHING:

Thanks Anne. I think, going back to the collaboration and communication point, except the ICANN Asia Pacific hub here, I'm seeing the representative from China, from Japan, and also from Korean. So the hub has already been established there. I guess it's time for us, along with ICANN, to utilize those resources for better communication. I know each of the individual registries may organize your own outreach, marketing, or even the education.

But don't forget, we have – ICANN as a whole – a better footprint coverage here, [inaudible 01:55:20] in the APAC region. So I encourage everybody to utilize that. With that, if there are no more questions or comments here in the room, or if there are no question from the chat-pod, I'd like to thank the panelists again... Do we have one?

ANNE-MARIE EKLUND:

I actually have a comment from Rubens Kuhl. His comment is: "30-day notice is only required for first-come, first-served sunrises. End-date sunrises run for 60 days, so they're the equivalent of a 60-day notice, even if it starts right away.



CHIAO CHING:

Thanks for the clarification, Rubens. With that, I'd like to thank everyone for getting up early this morning. I think we've had a very productive session, and I hope it's not the first one or the last one we'll have. This will hopefully continue in future ICANN meetings. Thanks to the panelists and thanks to ICANN staff, especially the Asia Pacific Team who got this set up. Thank you everyone. Have a good day.

ANNE-MARIE EKLUND:

Thank you everyone.

[END OF TRANSCRIPT]

