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Middle East Strategy Update

9 February 2015

Agenda

1 Update on the Year 2 Implementation Plan

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

3 The Concept Behind the DNS Entrepreneurship Center (DNS-EC)

4 The DNS-EC Business Track Development

5 Items from the Year 3 Implementation Plan

6 Q&A

Update on the Year 2 Implementation Plan

Baher Esmat, ICANN

ME Strategy Year 2 Implementation Plan

Key activities in the year 2 implementation plan include the following:

- Launch the DNS Entrepreneurship Center (DNS-EC) in Egypt

- Continuation of the work of the Task Force on Arabic Script IDNs (TF-AIDN)

- Carry out a market study identifying the potential of the domain names industry in the region

- Organize the second edition of the ME DNS Forum

- Organize the second edition of the Middle East and Adjoining Countries School on Internet Governance (MEAC-SIG)

- Encourage the setup of remote hubs for relevant events

- Enhance ICANN's visibility in local and regional media

DNS Market Study

Scope of the study includes:

- Study the current situation of the Internet and the domain name industry in the region

- Define best practices that have made an impact in domain name market growth

- Look at the broader ecosystem of the Internet infrastructure and online content and describe impact of such elements on the overall evolution of the domain name industry

- Describe the business potential in the DNS industry in this region

- Provide suggestions on how to develop the industry and what are the business models that can be adopted in the industry chain

ME DNS Forum 2

- To be held in Amman, Jordan on March 9-10

- Agenda developed by a Program Committee of 6 community members and with support from ICANN

- Agenda consists of 6 main sessions:

  1. The Internet Industry in the ME region and the Untapped Business Opportunities Available

  2. New gTLDs: Experiences, and the Way Forward

  3. Internationalized Domain Names (IDNs) – Lack of Utilization and the Hidden Potential

  4. ccTLDs and gTLDs: Coexisting in a New Environment

  5. Supporting the Domain Name Industry in Underserved Regions

  6. The IANA Transition – What is in it for you?

- More at http://amman2015.mednsf.org/

MEAC-SIG 2

- To be held in Tunisia on May 25-29

- Agenda to cover topics relevant to such schools

- A classroom of 25-30 students expected from all stakeholder groups

- More at http://bit.ly/1zMpW0X

Remote Hubs

- More engagement is needed from the region in the ICANN process

- ICANN encourages the establishment of remote hubs for ICANN meetings, the Global IGF Secretariat encourages the establishment of remote hubs for the IGF… and so on

  - ICANN regional staff encourage At-Large Structures, ISOC Chapters, and others to establish such hubs

- Several hubs from the region were set during the NetMundial meeting in Sao Paolo, during ICANN London, the during the Global IGF in Istanbul

Local and Regional Media

- A dedicated Communications Director for the EMEA region

- More visibility for regional events in local and regional media

- More visibility for regional projects and initiatives in ICANN's News Alert and other platforms

- A dedicated quarterly EMEA newsletter

Update on the TF-AIDN

Meikal Mumin, Member of the TF-AIDN

Community Driven Way Forward

- Creation and oversight by community based Middle East Strategy Working Group (MESWG)
    - https://community.icann.org/display/MES/MESWG+Members
- TF-AIDN Objectives: a holistic approach
    - ✓ Arabic Script Label Generation Ruleset (LGR) for the Root Zone
    - Second level LGRs for the Arabic script
    - Arabic script Internationalized Registration Data
    - Universal acceptability of Arabic script IDNs
    - Technical challenges around registration of Arabic script IDNs
    - Operational software for registry and registrar operations
    - DNS security matters specifically related to Arabic script IDNs
    - Technical training material around Arabic script IDNs

Membership

- Currently **33 members** – applications still being received

- From **18 countries** – Algeria, Australia, Bahrain, Egypt, Ethiopia, Germany, Iran, Jordan, Lebanon, Malaysia, Morocco, Pakistan, Palestine, Saudi Arabia, Sudan, U.A.E., U.K., U.S.A.

- Members of **nine language communities using Arabic script** – Arabic, Malay, Saraiki, Sindhi, Pashto, Persian, Punjabi, Torwali, Urdu, with further **expertise** in use of Arabic script from East Asia, South Asia, Middle East, and Africa

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

How to Reach Out?

- Membership open, community based

- Details and interests of members posted by MESWG

- Discussions publicly archived

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

- Background and introduction to TF-AIDN

  o https://community.icann.org/display/MES/Task+Force+on+Arabic+Script+IDNs

- Workspace, news and document archive

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

- Email archive

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

Arabic Script TLDs Assigned or Delegated

1. الجزائر
2. عمان
3. ايران
4. امارات
5. بازار
6. پاکستان
7. الاردن

8. بهارت
9. المغرب
10. السعودية
11. سودان
12. ماليسيا
13. شبكة
14. سورية

15. تونس
16. مصر
17. قطر
18. فلسطين
19. عراق
20. موقع

Progress - Outreach to the Community

- Launch at the Arab IGF 2 (Algiers)

- Presentation to the community at IGF 8 (Bali)

- Outreach during the ME DNS Forum

- Presentation to the community at ICANN 49 (Singapore)

- Presentation to the community at the APTLD Meeting

- Presentation to the community at ICANN 50 (London)

- Presentation to the community at IGF 9 (Istanbul)

- Presentation to the community at ICANN 51 (Los Angeles)

- Organization workshop at Arabic IGF 3 (Beirut)

Progress - Work Accomplished

- **Setting up things**
  - Formation of Arabic Script Generation Panel

- **Code point analysis**
  - Analysis of Maximum Starting Repertoire (MSR) and feedback to Integration Panel (IP)
  - Establishing principles for inclusion, exclusion, and deferral of Unicode code points
  - Analysis of code points for Label Generation Rules (LGR)

- **Code point variants**
  - Establishing principles for code point variants

  - Analysis of code points for code points variants
  - Analysis of code point variant dispositions (allocatable vs. blocked)

- **Whole label evaluation rules**
  - Establishing principles for whole label evaluation (WLE) rules
 - Determining the whole label evaluation (WLE) rules

- **Documenting the work**
  - Text document summarizing Label Generation Rules for Arabic
  - Label Generation Rules for Arabic in XML format

Excluded by IDNA 2008 or a Digit (52)

Excluded by MSR (50)

Excluded for LGR by Arabic GP (86)

Proposed for inclusion in LGR (135)

Examples Variants: Hamza Spelling

- In numerous languages, things are commonly left under-specified in spellings on the internet

  - Frequently, ʾālif (ا) is used where orthography demands ʾālif hamza (إ) in Arabic language

  - This practice is so common, that the CC-TLD of United Arab Emirates (. امارات) has been delegated using U+0627 (ا) instead of U+0625 (– إ) Compare also the CC-TLD of Jordan (. الاردن)

  - To ensure stability and security, both characters need to be part of a variant set

- Accordingly, ʾālif and ʾālif hamza should be allocatable variants, since

    o ʾālif is commonly used in lieu of ʾālif hamza, while

    o ʾālif hamza, although not used regularly in domain names, actually does present the correct orthographical use

- Unfortunately, there are parallel cases e.g. for yāʾ ((ئ) <- (يand wāw ((ؤ) <- (و

- To control over-production of labels we made variants allocatable in both directions only in the case of the more common ʾālif forms

Progress - Next Steps

- Finalize Arabic script LGR proposal for Root zone

  - o Final internal review

  - o Release for Public comments

  - o Submission to ICANN

- Universal acceptance

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با سپاس

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Thank you

The Concept Behind the DNS Entrepreneurship Center (DNS-EC)
An NTRA-ICANN Partnership

Manal Ismail, NTRA Egypt

The DNS-EC Project

Background

Develop the domain name industry ecosystem in Africa and the Middle East (ICANN Regional Strategies)

Goal

Establish a DNS Entrepreneurship Center (DNS-EC) to foster the DNS sector in Africa and the Middle East

Partnership

| NTRA	ICANN
National Telecommunication Regulatory Authority of Egypt	Internet Corporation for Assigned Names and Numbers

✓ Agreement signed at ICANN 50 in London:

https://www.icann.org/en/system/files/files/ntra-mou-23jun14-en.pdf

- NTRA incubates the Center during the founding phase and provides training facilities in partnership with local parties

- ICANN provides expertise to build local capacities
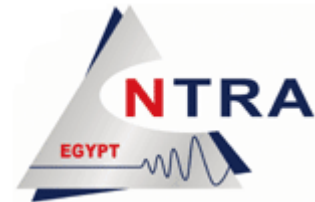
Location… Why Egypt?

- Bridge between Africa and the Middle East

- One of the largest Internet markets in Africa and the Middle East

- Richness of skilled human resources

Egypt Internet Factsheet (Q2'14):

➢ Population: ~87 million (+8 million abroad)

➢ Young Population: 25% between the age of 18-29

➢ Mobile Subscribers: 102 million subscribers

➢ Internet Users: 44.5 million users

➢ Broadband Subscribers: 3.8 million (mobile) + 2.9 million (fixed)

Vision and Mission

Vision

The repository for DNS knowledge and expertise in Africa and the Middle East

Mission

Develop a robust and healthy domain name ecosystem in Africa and the Middle East

Scope

- Foster the DNS sector

- Develop related industries

- Provide 3 main services:

  1. Capacity Building and professional training to qualified candidates from Africa and the Middle East

  2. Consultancy services

  3. Technical operations

Phases

✓ Preparatory Phase (June 2014)
  – Partnership announcement
  – Signing of MoU
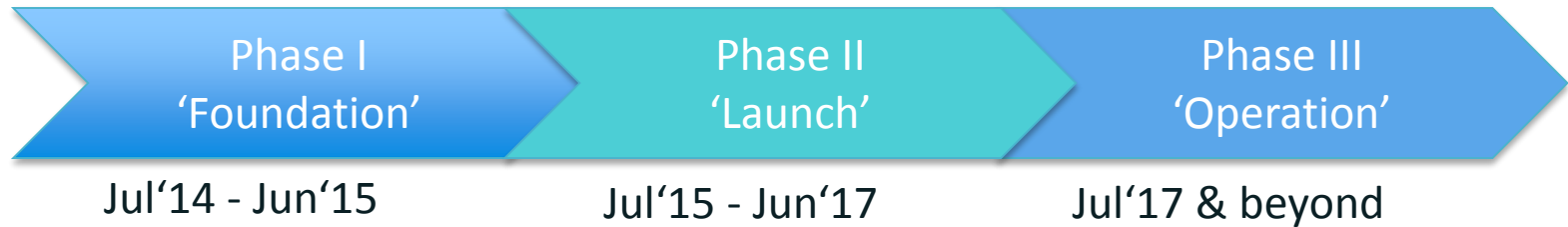
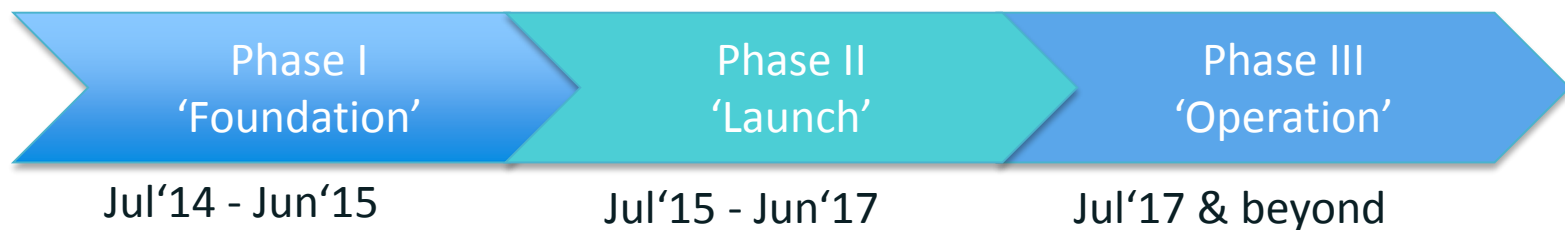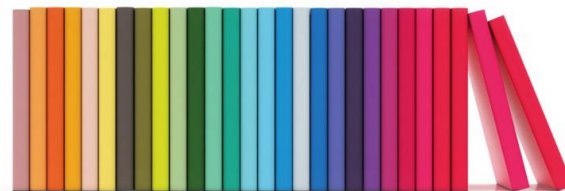| Phase I 'Foundation'	Phase II 'Launch'	Phase III 'Operation'
Jul'14 - Jun'15	Jul'15 - Jun'17	Jul'17 & beyond
• Develop capacities necessary for the establishment of DNS-EC • Programs cover various DNS technical, policy, and business aspects	• DNS-EC launched as an independent entity • Training and consultation services in Africa and the Middle East	• Lend expertise and knowledge across Africa and the Middle East • Possibility of assuming a DNS operational role

Outcomes

Phase I 'Foundation'	Phase II 'Launch'	Phase III 'Operation'
Jul'14 - Jun'15	Jul'15 - Jun'17	Jul'17 & beyond

Phase I 'Foundation' (Jul'14 - Jun'15)
- Complete training programs
- Distinct trainees obtain fellowships
- Complete foundation process of DNS-EC

Phase II 'Launch' (Jul'15 - Jun'17)
- 3-year strategic plan
- Curriculum and education materials
- Training and consultation services in Africa and the Middle East

Phase III 'Operation' (Jul'17 & beyond)
- Curriculum and education materials
- Training and consultation services in Africa and the Middle East
- Other (TBD)

Training Tracks

Technical Track

- Registry operations
- Secure registry operations / DNSSEC
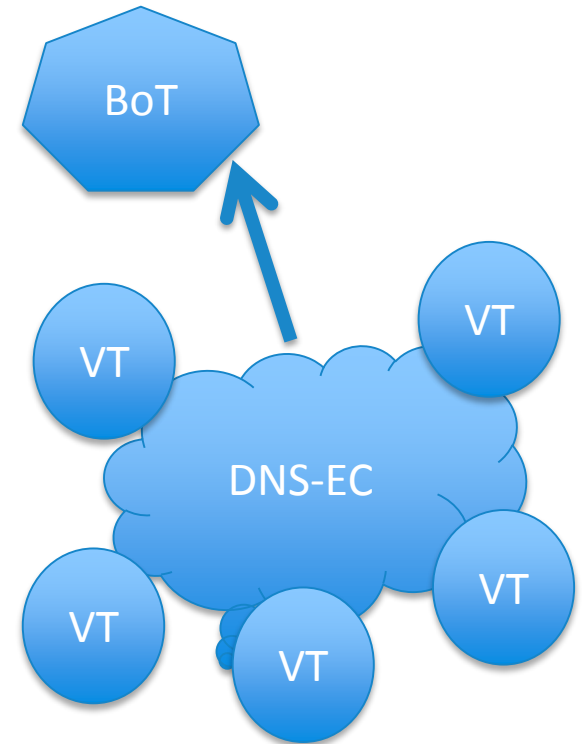- Virtualized machines

Business Track

- Registry / Registrar models
- Business models and marketing strategies
- Registration policies
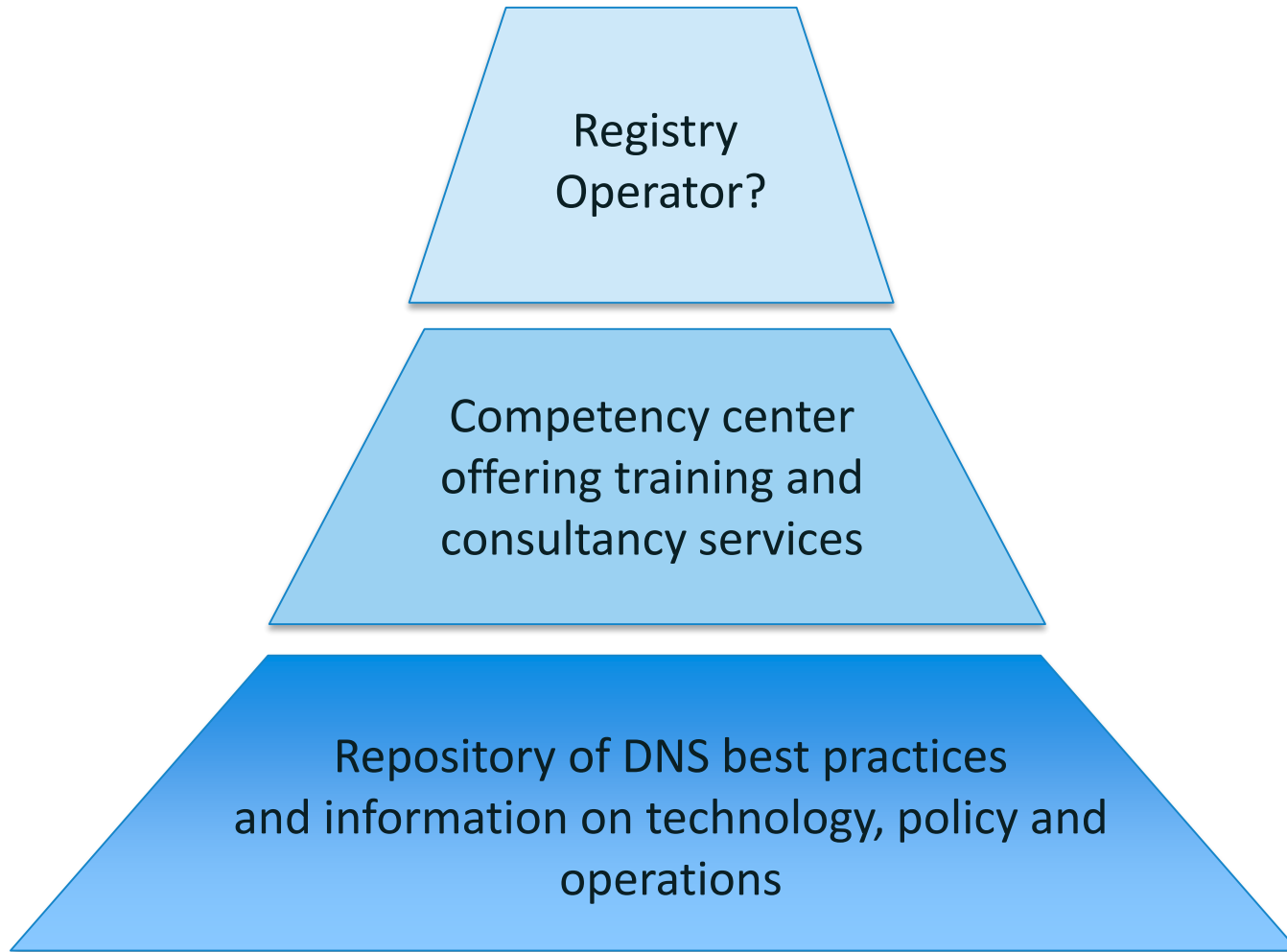- Dispute resolution

Trainees Skills

- ## Technical Track

  - UNIX and/or Linux System Administration experience
  - Knowledge of TCP/IP protocols and layer 2 and layer 3 networking
  - An understanding of network and systems security basics

- ## Business Track

  - Business development
  - Product development and branding
  - Digital marketing
  - Consultancy in Internet business innovation and strategy
  - Financing and legal issues

- Ability and desire to teach, including ability to talk and present in front of groups of people
- Willingness to use what is learned in this program to teach and mentor other people

Structure

- Lean organization
- Board of trustees (BoT)
  - A multi-stakeholder Board
- Human resources are mix of:
  - Full-time staff
    - Two main functions to start with:
      1) Business development;
      2) Technical training
  - Virtual teams (VT)
    - From all over the region

Business Model

Registry Operator?

Competency center offering training and consultancy services

Repository of DNS best practices and information on technology, policy and operations

Partners

Government

NTRA, ITI, among others

Internet Technical Community
ICANN, ISOC, RIRs, Regional TLD orgs, ccTLDs, NSRC, among other

DNS-EC

Other
Universities, consultants, experts, donors, among others

Business
Registries, Registrars, ISPs, Internet businesses, among others

Work Underway and Next Steps

- Reach out to potential partners and discuss possible roles

- Raise awareness among local/regional stakeholders and seek support from industry

- Finalize details of Phase I in relation to training programs, selection criteria for trainees, timelines, etc.

- Kick-start training programs

The DNS-EC Business Track Development

Thomas Barrett, EnCirca, Inc.

Target Audience

Attendees would come from disciplines and companies with a focus on the Internet infrastructure and may have a range of qualifications and experiences such as functional and senior managers running Internet businesses (e.g. Internet service providers, Registries, Registrars, etc.) with expertise and interest in these areas:

- Internet engineers and programmers

- Technical support

- Product and brand managers

- Digital marketing professionals

- Financing and legal issues

- Consultants focusing on internet business innovation and strategy

Workshop Agenda

Day 1: DNS Business and Policy Overview

Day 2: DNS Industry Overview

Day 3: DNS Marketing Overview

Day 4: DNS Operations Overview

Day 5: DNS New Business Considerations

Workshop Elements

- PowerPoint presentations

- Mini case-studies

  o Technology infrastructures

  o Sales and marketing plans

  o Operations organizations

  o Sample business plans

- Soliciting content and guest speakers from industry experts

- Business mentoring from established companies

  o Soliciting mentors

  o Attendee profile setup during Workshop

Follow-Up

Suggestions?…

Content contributors?…

Interested speakers?...

Contact:

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Items from the Year 3 Implementation Plan

Fahd Batayneh, ICANN

Year 3 Implementation Plan

- Start up the DNS-EC and work with NTRA on seeking partnerships with industry leaders

- Issue the DNS Study report

- Hold workshops around DNS threats mitigation and investigation, and prepare CERTs

- Continue supporting the work of the TF-AIDN

- Hold the third edition of both the ME DNS Forum and the MEAC-SIG

Questions?!

Thank you!

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