

ICANN

**Moderator: Glen Desaintgery-GNSO
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(Rob Hall): Okay, one more time. All right, I think we'll get started if we can. I'm sure more registrars will come over from their previous meeting. The format for today is pretty simple. We have registries that want to present their offerings to registrars.

We thought - we facilitated one of the- two of these, I guess, at the last meeting in LA. And we are going today - we're going to take a break in the middle from 2:00 to 3:15 and then continue this afternoon. We end around 5:30.

This is being live Web cast and there's a remote - an Adobe room. It is being transcribed as well so ICANN has provided full remote participation facilities for this.

The - each presenter will get approximately 15 minutes to present. Some presenters have asked for two slots -- two, 15 minute slots -- to present two or more of their TLDs.

And you'll see a few presenters are doing a host of all their TLDs such as (unintelligible). So without further ado, I will turn it over to our first presentation who is from Dot-one. And the presenters will be sitting down this side (due to tech) limitations of the remotes on that. So you may want to move to be able to see them on this side. Take it away.

Man: Thank you, (Rob), and thank you for inviting me and thank you, you guys, for taking the time to participate and also to the remote participants. Our TLD is Dot-one and wanted to start out saying that it's not a (unintelligible).

Many of (you guys) may know that we are also running a registrar business, (One-dot-com) and it's - actually the initial idea of Dot-one was to get our own TLD for our registrar business but using a couple of years to develop the idea.

It's (to end our) differences and Dot-one is short in (unintelligible) TLD. We don't have any restrictions on registrations and we want it to be as easy as possible for registrants to registrar domains on our TLD.

We very well know that volumes doesn't come by itself so when I - a low price helps, is our opinion and the one registration price is 6.5 US dollars. You don't need to commit any volumes to get this price. And at the moment, we don't operate with volume discounts.

So to move on to some dates and information. We start to sunrise (unintelligible). And it's ended - end date sunrise and contention is still resolved by (auction). The auction is done by (Pula Cup from Masix and Ulrich). And sunrise fees are set for \$150 US dollars.

Move on to (filler) dates. General availability is from May 20th. And it's a first come, first serve. Something's wrong with these slides. Just hang on. All right, so general availability from May 20 and as I mentioned before, the price of 6.5 US dollars.

So moving on to onboarding which is - which I know is interesting for most registrars. We will complete - provide you guys with a complete and detailed onboarding (credit) and all documents are within this package for you guys to get a very easy onboarding.

Besides that, of course, we have a (restructure) team help you guys ensure that the onboarding process is smooth and easy. (Backend provides our) registry services, and chosen because their register backend is simple and easy to get started on.

We know that many of you guys are already connected. It makes it - it's even easier to get on board with Dot-one. Everything is (set out) and, of course, there's (support) from (Ari) and as well as our service team are ready to help those of you who are not connected with our services already.

And in the onboarding package, everything needed to get on board with (Ari) registry services are already included. Moving on to a little bit - on premium domain names, it's interesting, of course, the domain names, but not our main focus.

We want to drive volumes to this TLD and we want to give access to the TLD and make sure that end customers are not too limited in selection of their new domain name.

So also especially we acknowledge those of you guys that are not interested in providing premium domain names. We don't want you to be in the situation where your customers are not able to get the domain names that they want. So we have limited the list of premiums to less than 3000.

And we have at least three different prices, again, to make it as easy as possible and prices are available through the (unintelligible). We know that Dot-one is only one out of many new gTLDs and I acknowledge the need for marketing in the (wins) campaigns.

We will run campaigns but details are not in place yet. So I will need to keep you in the dark on that. And we will provide materials such as (text) what else is needed to make (dot remain) complaints and (dot) online complaints.

But with this slide, I just want to say to you guys that it's - we know that it's needed for us as a registry to do an effort and educate - and education and awareness of new gTLDs and that also goes for Dot-one, of course.

It's a long run and it's - we don't expect volumes to go into the sky over the first year so we have patience and just want to say to you guys that (we have the need) to do campaigns but not yet.

So for the onboarding, we have a Web site, oneregistry.co. We have a registrar service team so if you want to engage further I suggest you contact them on the email that's provided to you on the slide, (to us) at Oneregistry.co and have a talk with them about how to move forward. So that's all for me and, of course, I'm open for questions if any.

(Rob Hall): Any questions for Dot-one? I see none in the chatroom as well. We had an earlier one but you answered it about your backend providers, so.

Man: Yes.

Man: (Unintelligible). Any - regarding onboarding, do you have any minimal fees to pay?

Man: No. No, minimum fees to pay for the onboarding. We have a prepaid model with a minimum of 3500 US dollars. But we don't have any fees to get onboard.

(Rob Hall): Any other questions for Dot-one? All right, then thank you and we will move on to our next presenter which is Donuts. So Donuts, you have the floor. I believe you're doing two separate presentations. Is that right? Or one long presentation? Okay, so the floor is yours, Donuts.

And please identify yourselves when you speak. The remote participants, we've got about ten registrars remotely that are listening to this and watching the Adobe chat room.

(Matt Amonty): Okay, thanks everybody for allowing us a couple of minutes here to have a discussion about the Donuts registry and some of the value that we could provide you guys, the registrars. So my name is (Matt Amonty) and I'm the director of business development for Donuts in North America.

And with that becomes a couple things I primarily do, one of which is to get the registrars like you guys onboard and selling our TLDs to your customers but also work with you guys every day on unique ways and opportunities to get the message out to your customers, the registrants, and create those opportunities for more registrations.

(Alvin Borda): My name's (Alvin Borda) and I'm also a director of business development and I look after the (apac) market essentially doing the same thing as what (Matt) said, just for this region, and very happy to be here and walk you through different stages of Donuts past, present and the future.

(Matt Amonty): Yes, so for many of you that you don't - that don't know us, Donuts was founded by four industry veterans, both with extreme registry and registrar experience.

I actually think 50% of those founders are in this room today. And they came together and ultimately they applied for 307 new TLDs. And we'll get into a little bit more of the numbers of the ones that we actually own and operate as we - further on into our presentation.

But (ultimately) it was 307 that we applied for and ultimately, you know, it brings variety, choice and meaningful names to the Internet and ultimately your customers.

(Alvin Borda): We need to get this going. Give us one seconds. We're just figuring out our - going to the next slide. So just a quick overview of the agenda. We're going to look at Donuts, a year in review. We have been in operation for a year, a fantastic year.

Then we're going to walk you through Donuts 2015, what we have in plan, at least from a high level view for marketing (PR), then it's how do you make - how you, as a registrar, will make the most of everything that's going on, on the Donuts side and also work together.

And then we will open up the floor for Q&A. We know, with only 15, 20 minutes but (Matt) and I are here until Thursday morning and if you have

questions, if you want to meet one-on-one, our email addresses are going to be at the end. We're here. We can take meetings if you're not already on our schedule. (Matt), do you want to...

(Matt Amonty): Let's jump right into the numbers in the program, if you can get the - so a new gTLD program statistics, overall, this is not just Donuts numbers, which we'll get to in a future slide - 1930 total applications submitted, which I think we can all agree kind of blew us away.

I don't think we - any of us knew that there'd be that many at the end of the day. Fourteen hundred and thirty-two unique strings out there. There're about 436 TLDs currently available and the great thing about this is this number changes almost on a daily, if not weekly, basis with new names coming into sunrise or general availability, for that matter.

Sixty-three TLDs that are still in contention. You know, what's amazing is, you know, this program, at least from our perspective, has been widely successful. And it's been successful without the quote, unquote, "perceived," better names out there like the (apps), the Inc. the shop.

This will hopefully be settled this year in 2015 and, again, create more opportunity for you guys. Overall, I think at last count, I saw it was about 4.3 million new TLDs already registered. So with all the, 4.3 million.

(Rob Hall):: So the clicker is not working, so I'll change it from back here to (sit next) and I'll change it. They're trying to get a new clicker.

(Alvin Borda): Okay, and extrapolating the Donuts numbers out of the overall program, as (Matt) said, we were the largest appli- we are the largest applicant in the new TLD space with 307 TLDs out of which more than 148 to 150 TLDs are live.

We have 150-plus strong registrar channel which has resulted in a really strong base of 1.2 to 1.25 (SLDs) sold in the span of a year. And the second part, the main part, is we did pretty well in DPML sales. We (tended) to do well. Instead of me walking through this, I'm going to hand it over to the resident champ of DPML.

Man: Yes, so thanks. So one of my first responsibilities with Donuts was really to get out there and talk about our DPML service. So what is that? And we think this is one of the things that really differentiates us from the rest of the registries out there and provide some value to customers.

So DPML, in short, stands for Domains Protected Marks List. Essentially, this is what the trademark community really asks for. They ask ICANN for a fifth and final RPM or Rights Protection Mechanism in order to protect their marks.

And ICANN said no so we said yes. And we traded the DPML for trademark owners and brand owners to block their second level trademark or brand across all TLDs owned and operated by Donuts.

So a quick example, and I'll kind of show you - I'll paint what the value is. Verizon has a second level trademark. They were really not sure what they were going to do in the TLD space.

They were able to submit their trademark to the trademark clearinghouse, get an SMD file. And what that allowed them to do was block the term Verizon across all of our TLDs. The term of five years, they can kind of just forget about it, be blocked and not have to worry about it.

And one of the things that was really important to us when we created the DPML was to allow these brand holders, whether it's a year down the road or two years down the road, to what's called unblock their DPML in any sort of TLDs.

So, for example, if Verizon, in another year or two from now, when this program is continuing to flourish, they want to use our dot services for one of their initiatives at Verizon, they can absolutely do that.

And, you know, and they could have all of their other terms blocked at - in our TLDs but unblock that one and use that. And we really feel that's a big value to those guys as well.

(Alvin Borda): To add one more thing, right now most of our DPML comes from North America and Europe in region and given we are in Singapore and talking to many of the APAC registrars, this holds a big potential for you guys in terms of sales and revenue.

Most - a lot of corporate registrants or corporate clients haven't even gone through DMCH and so that's a potential going forward. As (Matt) said, as this picks up, you should keep an eye out for DPML in this region.

So a lot has been said about, have the new gTLDs been successful? Yes? No? The jury's still out and we see probably one art- at least one article a week, week and a half.

I'm going to give us - give Donuts (unintelligible) to be. We had a good first year. We will continue to have stronger years (unintelligible) why we think new gTLDs have been successful and will be.

A couple of them - they resonate. They're meaningful. They make sense. I'm going to give an example that (Dan) gives. You go to a five year old and you ask them, "Do you know what dot pizza means or what's the meaning of that?"

They say, "No." You go to them and ask what's a dot com or a dot net. They wouldn't. What new gTLDs have done is they have brought meaning, not just to - between the dots, but also to the right of the dots, allowing sort of just looking at your SLD, you can actually have a very meaningful sticky easy to understand Web site and domain name because you're taking in - between the dots and also to the right of the dot. And (Matt)'s going to give a classic example because he came across them live in Vegas which tells a story and we don't need to do anything else.

(Matt Amonty): Yes, it's important to site these examples, too, as you guys are thinking about being on-boarded with TLDs and what opportunities you create. And this next story, I'd like to tell or share really just resonates and it's a real good story to tell.

So in some of our marketing initiatives -- and we'll get into a little bit more of that in a few slides -- the Donuts team has been going to different sort of trade shows that show the same verticals as some of our TLDs.

(We were going) to the largest fashion show in Las Vegas for a bunch of clothing wholesales. And really the purpose of us being there was just to get the name out that there're new TLDs available in that vertical like (clothing), like boutique, like shoes.

You know, we walked a lot around the convention center and talking to different vendors and there was one in particular that I'd like to share. The

company name that we came across was Red Fox Los Angeles.com. That was their TLD. They're a clothing company in Los Angeles.

And we asked the question, you know, "So does anybody know what you do when you give them your domain name Red Fox Los Angeles.com?" He said, "I suppose not, other than maybe we're located in Los Angeles."

"Well, what about if you change your domain and we're able to get Red Fox dot clothing? Do you think people would know what you do then?" And that is just the quintessential - that just needed to be shared because that's kind of why we're all here - short, specific, relevant, and that's what we're all about.

(Alvin Borda): One last thing, (unintelligible) and I am sure you, as a registrar, get a lot of questions from your registrants when you serve them up the result that is not the traditional legacy TLDs but one of the new TLDs, is how is this going to impact my CO, my ranking?

What we have seen is if it's not better, it's not worse, it's at par or better. And, again, it's not an apples-to-apples comparison again. The legacy TLDs have been out for 25 years. This one is out - our new TLD has been out for one year.

But in the initial findings, it's still at par or better, so we'll keep on tracking this. We do share this data and third party results with our registrars and we'll keep on doing that. But we do see this taking up and being better as we go through the next three or four years. Next slide please.

(Matt Amonty): Okay, thanks. So really what we want to focus on now is some of our efforts for marketing and PR for the new TLDs. And, again, I think everybody in this room and potentially on the Webcast could agree that, you know, global awareness is really the key to our success.

Having people understand that there're actually new TLDs out there is going to be big. So one of the things we're doing is marketing in PR this year and we're just going to highlight some of the things that, at least the Donuts registry is planning on in 2015.

But I guess I just want to point out, you know, obviously it helps us. But having global awareness campaigns out there is going to help everyone in the industry, okay.

So a couple of different things - you know, broader education and awareness as I just said. That would be key to driving further opportunities and obviously driving adoption and retention in new TLDs and that Red Fox Clothing example was absolute spot on and I know there're more of those out there and we're going to find them.

(Alvin Borda): So I'm going to walk through the first one - trade shows. As (Matt) mentioned, we did a trade show in Vegas for clothing. We have been constantly looking out, signing up and being present at various shows. Not just the industry shows, but hosting shows and these verticals, be it clothing, dental, photography.

The key is to get the word out, to educate the end user so that we drive traffic to your (comp base) and you can convert that sale. The more we're out there, the more we educate, the better it is for us and you guys.

So we've been hitting a host of trade shows and we'll continue to do that and continue to ramp up our efforts. And we are working with the registrars. If you have certain shows or events in mind, feel open to talking about that and doing that together.

(Matt Amonty): Yes, so I appreciate that. And, again, a lot of these different topics, I mean, they kind of go hand-in-hand with - and the theme being the global awareness. But a couple of other things that we're doing that obviously the registrars will reap the benefits from, at least we believe, are going to different speakers series.

So (unintelligible) talking about before, you know, looking at our TLDs and going to the National Bike Show or the National Restaurant Association and just getting it out there - hey, there're new names out there. We know you have, you know, 37-dash character long domain name. Did you know you can get examples of (clothing)? Short, specific, meaningful.

Social media, advertising, we're going to be out there. We actually started something in January of this year through Facebook, Twitter. You know, watch out for You Tube in this next month and some more marketing campaigns but name-dot-kitchen is out there as a (cool) social media effort that our (marketing teams) put on.

It's all about what's in a name and what goes into a name? And with that, we're just going to create opportunities for customers. As we're seeking out different companies that have chosen new TLDs and have been successful. And we'll get into a couple more of those in another slide.

(Alvin Borda): One thing to add about social media advertising is target audience or (code) audience for new TLDs, at least initially, is the younger crowd and they don't have that much affinity towards the legacy TLD and it's a great platform to reach out to them, drive the message home.

And, again, we're doing this on our end. We're more than happy to do it with the registrars. More efforts together, the better it is for our business. Next slide please.

(Matt Amonty): Next slide. Oh, thank you. So (next steps) to success - registrars. This is something that we really feel passionate about and that's what we'd like to offer our registrars and that's - it's all about search and presentment.

You know, if I'm a customer and I'm on a Web site and I've been (max cleaning), I don't want to be presented with something that's irrelevant. I want to be something that is relevant towards my business, specific and meaningful.

There're companies out there, I'm sure we all know, there's (Domains Bot) that may do all this, you know, all their search criteria for registrars. There're other companies coming out there on the landscape and we really feel like improving the search and presentment.

It's easy for registrars to plug into this and to create these types of results. I know it's hard to see on the slide deck but it's almost a predictive search here. So if I type in (Jenny) C-L-E-A, what's coming up is Jennys.cleaning, Jennys.services. It groups those vertical domain names together and presents the end user relevant results.

(Alvin Borda): And to add to this, this will help you address the changing nature of our business. Until the new TLDs came out, there were 22 to 25 TLDs so it was easy to give them retail space on your Web site, on your storefront.

With 400-plus or 430-plus TLDs, it's going to be impossible to do justice to all the TLDs and more so to your end users and end customers who come for a meaningful name.

So we think that this is a game-changer. If we can get in Smart Search, if we can get the right result, the targeted result to the end user, you'll have a happy customer. We'll have a happy customer, a (unintelligible) customer. Next slide please.

(Matt Amonty): So just as we're kind of winding down here, just kind of want to just highlight a couple more things before (Anan) and I end for Q&A, really you know, at this point it's not about dot com versus new gTLDs. It's about choice. It's about presentment. It's about presenting your customer with the right TLDs.

And, again, we stressed it before but we'll say it again - you know, we like - at Donuts, we like to share. And, you know, it's - by using results that are just not biased will help everybody in the industry.

(Alvin Borda): Next slide please.

(Matt Amonty): We're good.

(Alvin Borda): There we (go). We're going to open up the floor for Q&A if you guys have any questions. Questions. Yes.

Man: Go ahead.

Man: Yes, I just have one question about the DPML.

(Alvin Borda): Yes.

Man: You said it's (protecting) names - because - if there are premium, right? If a name is premium, if it's a name of a brand, then can you confirm that that name is then protected by DPML?

(Matt Amonty): Yes, premium names are considered not blocked in DPML, but I just want to kind of dispel a myth out there. Ninety-five percent of our names are standard price and they're not premiums, okay?

So, you know, if you're a brand holder and, you know, like a Verizon, they were able to block and there're very few examples of names out there that are not able to block.

And I think our coverage was well over 90% when we last did our analysis when this got brought up. And, again, we're happy to speak to you guys about this, post this or during the onboarding process, if you're not hooked up to Donuts registry.

Man: Any other questions for Donuts? Yes, right here. Use the mic please, sir, and identify yourself. I'm sorry.

Jodee Rich: (Unintelligible). Hi, Jodee Rich, PeopleBrowsr CEO. What's been the most successful marketing campaign that you've run during the year for any of your strengths?

(Matt Amonty): Yes, it's a great question and I think one of our founders just popped up and he's going to take this one.

(Dan Shindler): Thanks Jodee. (Dan Shindler). So a bunch of different initiatives, sometimes difficult to measure how they're working out. We have had some good results

using Facebook and Facebook Garage which gets to a specific demographic of a group with inside Facebook so that I recommend.

And Twitter was also quite productive for us. We got good results with that. LinkedIn, less so, just to give some feedback. And then some of the stuff that we're doing, you know, we kind of put down to market research and awareness. It may take a little bit longer so we did take registrations in conjunction with registrar partners at the various different trade shows that we've exhibited at on both sides of the pond.

But I think there's more to come in terms of that and we are about to go out with a much bigger global outreach program which we hope will benefit everybody.

Man: (Unintelligible).

(Dan Shindler): Yes. Well, so we took specific TLDs. Dot photography was one. And we went out to groups within Facebook appealing to the photographic industry. We told the world about dot photography, dot camera, dot photos, dot equipment.

And it was successful because that audience was interested in that specific TLD. So we - generally what we try to do is bring awareness to new TLDs to everyone's betterment. But sometimes you have to target a specific demographic.

(Alvin Borda): I want to add one more thing. Not to this, but we forgot to mention what has helped the registrars, especially in the APAC region, they say, "All of this is great but are there examples that we can share with the potential registrars or resellers to make the case?"

And if you go to Donuts.co, we, under the sources and services, we have - there is an entire space dedicated to - in which case I'm getting updated to TLDs and domains that are active right now, different businesses. So we'll send out - we can send out the link. When you have the chance, go look at it. So that's another additional outreach effort.

(Rob Hall):: Thank you. Any other questions for Donuts? Just - to the microphone, gentlemen, please. You'd rather take this one and just stand? Sure, we can do that.

(Bob Weigan): And this is probably for (Dan). (Bob Weigan), Web.com. So I know there's been a lot of discussion like from Verisign and some other registries that the success of the new TLDs will also be based on what the renewal rates are going to look like.

And I know, (Dan), you've talked to me in the past about how you believe the new TLDs, because they're more specific, will have a higher renewal rate. And I think it would just be interesting for those of us that are registrars, we have a renewal percentage that we'd be able to (comment on) that.

And if, in fact, new TLDs turn out to be a higher renewal percentage, that could make them even more attractive to us. So I just didn't know what your thoughts were now that you're starting to see the one year anniversary coming up here on (your strings).

(Dan Shinder): Yes, it's a great question, (Bob), and it's probably a key question for the industry at this moment in time as the new TLDs reach their first anniversary. Of course, meaningful results won't be out probably until another six weeks after the 45 day grace period ends at the end of the annual renewal.

We are predicting and anticipating very high rates of return and renewals just like all TLDs that have ever been (unintelligible) have done. I mean, the initial cohorts of launches have been the very best names, you know, Virgin Snow.

So everyone's been in a position to get the names they're really want and we expect that those are - and the renewal rates will be very high. And then the longer that somebody has as SLD, the more likely they are to renew it.

So we all know the stats for businesses opening up and, you know, the survival rates of those businesses. If businesses don't survive, their domain name won't survive.

But all things being equal, we do expect very high renewal rates especially in these for the first cohorts that come out. You know, the key for us, I think all of us in the industry, is use.

And we will say use begets use. And we have a bit of a Catch 22 in some ways and the world needs to know about these new TLDs. And when they know about them, as one of the guys said earlier, it's very easy to understand what it's all about and your customer gets an SLD, a registration and a TLD that makes sense to them and, more importantly, that resonates with their audience.

They want their customers to understand the industry that they're in. And once they do that and they get the name that they want, then they're more likely to buy all the services that registrars make their real money out of, you know, the hosting and the Web design and the email and the SEO, et cetera.

So we really feel that - and I've been in many offline businesses before I got into this space buying domain names, I want a name that appeals to me and

appeals to my audience. And when I do that, I'll spend money on it. And when I spend money on it, things will go better and I'll renew and, you know, as I said, use begets use.

(Rob Hall):: Okay, I think we had a question over here. You had the same question. Okay. Any other questions for - question for Donuts?

Man: (Unintelligible).

(Rob Hall):: Okay, great. We'll move on to our next presenter. I believe it's Dot Design. Where is it? Right here? Okay.

Ray King: I think I'm going to go sit at one of these over here.

(Rob Hall):: Sure.

Ray King: Hi everyone. Okay, great. Yes, hi. So I'm Ray King, CEO of Top Level Design. We are the registry for Dot Wiki, Dot Ink, with a K and most recently, Dot Design. So I want to talk to you about Dot Design today.

We won Dot Design at private auction in what at that moment was the most contested private auction to date with, I think, eight applicants. And thankfully, our friends at Donuts and (Rob) and a few others allowed us to win the TLD.

So we're super-psyched about that. So I wanted to share - instead of doing, like, a kind of presentation with a Power Point, I wanted to share some of the thinking behind how we got to - okay. Are we good? Okay, great. Yes, sorry about that. That's another skill I have, you know, creating those (like) mix tapes and stuff.

Anyway, so we did - you know, on top of loving the domain from the start, just from the standpoint of being creative and artistic, et cetera. We did some kind of more scientific analysis and we built a tool which we just call a zone tool and I want to show that to you guys. So I have it up on screen here. I don't know if you can see it or not. But that's a great idea.

(Rob Hall):: Sorry, I'll remind the audience, too, you can log into the Adobe Connect room there. It's on the agenda - and see a blowup of that on your own laptop if you want.

Ray King: Yes, and the way this zone tool works is that we take a look at the com zone, which right now has about 116 million domains, and we allow people - we allow the search for a given string. So I'll ask you guys if anyone wants to suggest a string that we look up and I'll show you how the tool works. Jodee.

Green. Okay, great. Super. So I put green in and you can see here that what it does is it looks for instances of the string green within the names. And we have found 347 instances of green within the 116 million com names.

And you can see examples here like (mean), green, eCustoms, green energy pills, et cetera. And we also take a look at how often the word appears at the end of the name because we feel that's a very good indication as to whether the TLD can be successful.

So at the bottom of this, you know, we pick out some random samples and we see, you know, (Victoria J. Green), Coke green, (Galapagus) goes green, et cetera, and we try and get a sense, you know, is this going to be the type of string where we can imagine people switching from something green.com to something dot green and I love dot green so this is a great example.

Of course, we also looked at design when we did our analysis. And design does remarkably well in this analysis. It was actually almost a million names that include the word design, of which there are 369,000 instances of that occurring at the end of the name.

And if you look at the names, they - it generates a random sample each time but they basically make a lot of sense. Oftentimes you have people's names and company names that end with design, et cetera.

So we identified a ton of interior designers, graphic designers, Web designers, all sorts of different types of designers. And we used this analysis to figure out what all those different niches were.

What we also did was we said, "Okay, if we have the ability to do this, why not look at all the TLDs and say what is the very best ending?" So anyone want to take a guess as to what the very most common ending is?

(Rob Hall):: Family.

Ray King: Family? Okay, so that's a great guess actually. Let's see what that looks like. So this is normally instant. I promise you. I have no idea why it's taking a moment right now. Here it is. Okay. Yes, so that one does very well, so 226,000 instances of the name with 78,000 at the end.

We actually compiled all the endings. And if I click on that list, I can see that we looked at all the different letter combinations that are three letters or more that might be a word.

And it turns out that ING is the most popular and you can imagine because there's boating and sailing and all those types of things. So we have to

discount this because we consider this a word ending. It's not really a word, if you will.

And ION, the same thing, like solution ends in ION, that type of thing. So it turns out that the first real word you get is actually group. It's a full word and there're a ton of domain names that are something group.com.

It may look like line is a word but line is actually, for the most part, part of online which is the second most highest with the domain names. These are the 535 and 534 words respec- names respectively.

And if you look a little bit further down the list, you have a bunch more that are not really words. And then you get to shop which, I think, you know, it's kind of obvious why that would be popular.

Sign- but sign is actually part of design. So design is actually the third or the fourth complete word that fits in this space. It has 369,000 words that are performed something, design.com.

But the cool thing about design is that it doesn't have domains that are - other strings that are directly around it, either in meaning or in spelling. So we noticed that there're also a whole bunch of names that end in designs, with an S.

And it's not the case with group or online. You look at onlines or groups, not as often. So we get to actually come down here on the list and we get to add all the ones that end in designs with an S.

When we add that 159,000 on, you get almost the exact same number as the top two, which are group and online. And if you add also designer and designers and designing, you actually get up over it.

So I'm going to boldly assert that domain could be (a bit of a one) string in the whole batch. And I'll further - put an exclamation point on that because I think that one thing that I believe strongly is that people care about the semantic or thematic value to a name.

And I've seen a lot of names that look like (Smith) Design Group, for example. So does the (Smith) Design group get (Smith) Design.group or do they get (Smith).design? So I would argue that they would get (Smith).design because I think it says a lot more about how you are than group.

Group, of course, carries some meaning also. And I like it a lot. We're actually one of the applicants for group so I could attest to why we thought it was valuable.

But I think that group and certainly online, I think, doesn't carry - I think maybe it carries the value, basically says I must be speaking to people that - but I need to tell them I'm online, right.

So it doesn't really say that much, you know, about who you are and shop, of course, same thing. But design really gets the point of what you do. And that's why we're so excited about it.

So we are planning to go out to the design community. We've identified a number of different niches. So unlike a name, let's say, like, plumber or something where it seems like it may be a single niche of types of people.

One thing we like about design is that there are individual niches, so there're furniture designers, there're jewelry designers, there's also, in the technology space, Web designers, UX designers and a number of - almost 30 to 50 categories that we were able to count that had thousands of members.

And we think that's really strong. It's not generic. It's really a vertical but it's a pretty broad vertical. So our strategy is to go out directly to these verticals through trade shows, you know, so we'll be attending the design blogger conference in Atlanta in about a month.

We'll be just attending the Architecture Digest Home Design Show the month after that. We'll be going to (Neocon) where a lot of the industrial designers hang out. And we'll also be working with the associations directly and trying to reach - our target is to reach over half a million designers directly through the associations.

And we are talking with the AIGA, the American (Institute) of Graphic Artists, ASID, the American Society of Interior Designers, NKBA, the National Kitchen and Bath Association, so all the associations that accumulate designers that we can reach out directly to, we're going to be doing that.

As you can imagine, you know, we pushed in pretty heavily to get Dot Design and as such, we are taking our marketing outreach very seriously and we are going to be driving to the different channels to get directly to these folks to raise awareness about Dot Design.

Let's see, just a couple more thoughts. We have a sheet, which (Andre), I could ask if you would hand that out, which just goes over the timing for Dot Design, so we're planning to get to sunrise on February 24th and we'll be getting to GA in the first week of May.

The TLD is going to be priced at \$33 wholesale for general availability. We also have a tiered pricing model which has five tiers of pricing between (\$100 and \$5000) for names that are on the premium list.

We've got a small stack of those guys. And, let's see, what else can I tell you? We have an RRA that we were so confident would be available. We put it on that sheet but it's actually maybe hours or a few days away from being open.

As soon as you get back from ICANN, it'll be available. And we also have marketing kits that I think you guys will enjoy because we have some good content, some good social media content for, you know, for reuse, et cetera.

So let's see, I will maybe end by - oh, I should tell you also that we're going to be changing our Web site to TopLevel.design which I'm excited about because it was clearly the most expensive name we've ever purchased. So I'll open it up for any questions that you guys have.

(Rob Hall):: Question for Ray and Dot Design? Just (go to) the mic please, sir, and identify yourself.

Jodee Rich: Hi, Ray. Jodee Rich.

Ray King: Hi Jodee.

Jodee Rich: Ray, that - what's the name of that tool that you've been showing?

Ray King: Ho- it's just an internal tool. We're calling it our zone tool, our analysis tool.

Jodee Rich: Yes, I love your zone tool.

Ray King: Thank you.

Jodee Rich: I'm sure everyone else in the room loves your zone tool. So are you thinking about doing some sort of campaign to the owners of design - XX Design.com?

Ray King: Well, we're working very closely with all of our registrar partners and that would be pretty much the purview of the registrars who already have those clients in view, but absolutely.

Jodee Rich: So if you were given all of your wishes by a magic genie, what would you wish all these registrars to do for you with XXX Design.com?

Ray King: That's a great question. I think that, you know, we feel strongly that design really represents the new TLD program very well, so we would hope that they would, you know, put our name up in obviously, but also, you know, go directly to those people who have dot design names, show them examples of people switching over, and, yes, and really promote it. That was kind of weak, but best I could do right now.

(Rob Hall):: Any other questions for dot design? Yes?

Man: Hi (Rick).

Man: Hi.

Man: I'm just wondering how you -- to the extent you can tell us -- how did you set the price to \$33? What went into that analysis?

Man: That's a great question also, thanks. You know, we looked at it and said we have two other TLBs, which have lower wholesale pricing but design we felt was targeted towards service organizations and not giant ones, but often two people, five people, ten people, actual companies though that would use their name.

So we found tons of examples of last name dot design or first name/last name dot design, and we think that these companies don't need to buy a bunch of names; they just need one for their business, and design folks are very concerned with, you know, obviously presentation and having a great domain name is part of your presentation.

So it's part of your business card. It's part of your Web site. It's part of how you present yourself to the world. So I think that these guys are technologically forward, they are concerned about their appearance, and for the most part they're businesses and I don't think it will - I think it's justified for a business.

Man: (unintelligible) Just regarding the onboarding. I mean, I love design but just from a (unintelligible) onboarding would be through Centronic?

Man: Correct.

Man: Waiting for your contract?

Man: Correct.

Man: And then clicking, just ticking a box or?

Man: Pretty much. Yes. I mean, Central makes our backend provider, They've - they did a great job on Wiki and Ink, made it very simple for our partners, and I think they'll do the same with Design.

Man: Ok. Do you know if we can use the same funds from within Centronic? Do I have to pay a special amount for the design or?

Man: I don't know the answer to that question for sure. I don't - I'm pretty sure it's the same bucket though because...

Man: Ok.

Man: Great help me out.

Woman: Yes it's a single fund so you're set with that.

(Rob Hall): Cool. Any other questions for Design? Ok thanks (Rick).

Man: Great.

(Rob Hall):: Ok. Dot Sucks is next, and I have the privilege of doing that one, so we'll go ahead and do it now. Some of our graphics aren't working on our presentation but I thought I'd start out by announcing the question that everybody asks first, which is our backend is ARI registry services, so if you're already connected to ARI, you're good to go. Next slide.

So, I want to talk about what our vision for the conversation is and what Dot Sucks is about. And really it's about helping the consumers find their voice. We're trying to create a community of criticism, commentary, and -- for those more advanced companies -- of customer service. So if you listen to a lot of great marketers today, they're perplexed at the fact that you have to go to

Facebook and like them in order to criticize them. And we're going to provide a platform and a means for them to do that without having to like the company first.

We are Vox Populi Registry Inc. is our official name. Vox Populi, of course, is a Latin term for voice of the people, and as I mention ARI is our backend.

What do you need to do to get started with us? I'll introduce (Michelle Ochamp) who is sitting here. (Michelle) is our Registrar Liaison. She'll be meeting with people here at this meeting all week. There is simply an application and credit form to fill out.

We are post pay, so -- to answer the questions I've heard asked earlier -- we will give you credit and you will pay after the fact, as opposed to giving us funds up front. I've already introduced (Michelle), and (Michelle) will be giving out this week more detail on boarding document for those registrars that describes their onboarding process and some of the unique things about us. Next.

This is our product roadmap, if you will. On the left, it's hard to see, but we have planned to start Sunrise April 15. Sunrise will be not first come first serve. It'll last 30 days. So it is not a first come first serve Sunrise. There will be auctions handled by Pool.com at the end of the Sunrise if there's contention. And general availability -- which is first come first serve -- starts May 15. So those are the two dates to keep in mind. They may change slightly. We're going through the ICANN Technical Process to get delegated at this point, but those are our plans at this point.

We have four categories of products that we sell. So we have what we call a Sunrise Premium, of course during Sunrise dot the TMCH names. We are

going to continue with some of those past the Sunrise period and give IP holders a little more chance to get their Sunrise premium names. We also have on the far right just a standard premium name list. We're putting that together now. And those names will be just like any other premium name from any other TLD.

And then we have something called Blocks, which will be interesting to people. We understand at Dot Sucks that there are some companies that won't want their name to resolve at all. And so we're offering a block product at a 25% discount off the registration price, because we understand it doesn't resolve. We don't have to go through that effort to keep it up and make it resolve.

And then of course we have standard registration. The other thing to note about this is on August 15, we will start a rebate program, a marketing rebate program for registrars. So we're going to get started and then you'll see us come out with programs directed to registrars to help you market the domain. And there will be fairly aggressive rebates on some of the categories -- certainly on Sunrise Premium and on standard registrations, directed directly at consumers. Next slide.

We have three special - pick commitments that were in our original application that we actually put in a public (district) commitment. One is the domain cannot be used for bullying.

So this is defined as minor targeting and other minor, and we will not allow a domain to be used to bully a child. We also do not allow pornography. I'm sure we can all think of the connotations of how "sucks" might be used in the adult world. And we will not allow a domain to be used primarily for the use of pornography.

And we also don't allow Park Pages, so you're - I think your standard, you know, Google Ad words only Park Page to take domains out of circulation. We want our domains in use as critical comments and a community building around them.

How does this work? It's complaint driven, so the registry will operate on our Web site registry -- Dot Sucks -- a form that a complainant can go and say I believe this domain violates.

We have three trusted third-parties we're working with that will actually do the evaluation of does it fit into one of those categories? If it does, there will be a notice. We'll work with registrars. We'll give a notice to you to go to your client and say we've got this issue. Someone's complained. The expert believes it is, and there will be a rapid take down policy in place for those. Next.

That's all I have on Dot Sucks right now. (Michelle) can give you more when you meet with her. We are rapidly putting all of this together. So we signed our registry agreement on December 22, right before Christmas, so we're moving as fast as we can. But - and we're coming out with information every week.

But if you get in touch with (Michelle), she'll give you our full onboarding document that has more details in it and we can move forward with getting you online. As I said, it's ARI backend, so if you're already connected to them, their premium name service handles us, well for all the other products that we're bringing out.

So that's all I've got. I'll open it up to questions about Dot Sucks. Sorry go ahead.

(Robbie): Hi (Robbie) from (unintelligible). Do you have any indication of pricing?

(Rob Hall):: Sorry the question for those on the call was pricing. No, we don't have pricing yet. We hope to have it by the end of this month, to be quite honest. It's - we're still putting together our reserve list and trying to figure out what our Sunrise Premium and our premium lists are. And once we settle on that, then we'll release pricing for all of them. I can tell you that the Block product, for instance we know will be approximately 25% less than the standard registration. But we'll aim to - we'll have a segment of this product aimed at consumers.

(Bob): (Unintelligible)

(Rob Hall): It is not. We - that's a great question, (Bob), thank you. We are modeling the RA after union registry, so most of you have already signed theirs. We'll also be providing a redline I believe to there, so you can see specifically where the differences are. We don't require some of the registrant mechanisms that they do, but we wanted to pick one that was already familiar to the industry and make it as simple as possible. So we should have that by the end of this month as well, (Bob). Again, Michelle will get those out to you that those of you that kind of - yes.

Man: A question regarding blocks.

(Rob Hall):: Yes.

Man: Will the name resolve?

(Rob Hall):: No.

Man: Ok.

(Rob Hall):: No. The easiest way to think of a block in our world is it's a reserved name. It becomes a reserved name for a year. There's no DNS resolution to it whatsoever.

Man: Okay. (Unintelligible) just domain's blocked.

(Rob Hall):: Pardon me?

Man: No Web sites and...

(Rob Hall):: No DNS service whatsoever for the day.

Man: Ok.

(Rob Hall):: That's why we're offering it at a cheaper price. Yes sir?

Man: (Unintelligible) automated process?

(Rob Hall):: It will not. So, the question of course, for those online was to unblock a blocked. I mean, this is all on our onboarding document. But no, if a - if I were to block Momentus dot sucks, and I wanted to unblock it and use it, that's possible for me to do that. The other way to unblock a name is if a trademark holder in the TMCH comes forward and says they'd like to use that domain and they can prove they're in the TMCH. They'll be able to unblock that domain as well.

Both of those processes are in fact manual at this point, not automated. We don't expect much volume of it. If there is a lot of volume, then we'll work with ARI to automate that through EVP but honestly we just don't expect that to be the commonplace. Okay.

I know some registrars are talking about putting them back to a shopping cart in that case, because there is a different price point between the active domain and the blocked domain, so.

It's also important to note blocks are sold continuously and do not need to be bought by a trademark holder. Anyone can buy a block. We're not asking for proof of do you own a trademark on this. If you want to buy a Dot Sucks block on Verisign, feel free.

Man: The block holds for ten years?

(Rob Hall):: Exactly. It behaves similarly to a domain name. We're trying to keep it as simple as possible for registrars. We understand there will be a little bit of coding for some of our rebate programs and that, but we're trying to make it as straightforward as possible. Other questions? Ok great, thank you. And I believe next up is (Stat Adult). Is that correct? Yes. Thank you.

Man: (Unintelligible)

(Rob Hall):: Sure here you go. All you have to do is click on the little (unintelligible) here. Change it up...

Sheri Falco: Ok.

Man: ...in here and on the...

Sheri Falco: Hello. Sheri Falco, General Council for ICM Registry. And I'm going to be talking today about both Dot Porn and Dot Adult -- probably focusing more on Dot Porn because I suspect that that's going to be the bigger driver in the consumer market. That's kind of our theory, but both are launching at the same time. We also applied for Dot Sex, but that is coming in September, so a few months away.

The RA for both Porn and Adult is online already with our backend provider, which is Afilias. So you can go through the arms system and get that rather straightforward. You can also -- if you're not already a Dot XXX registrar -- that's also part of the arm system. So you can become an XXX registrar as well.

So I'm not sure how much anybody knows around some of our unique launch programs, but I'm just going to take some time to kind of spell out the larger policy opportunities and priority registration periods. We have a few different ones, and that's really predominantly based on rights protection mechanisms and also obviously our history with Dot XXX and some of the programs we offer in that top level domain.

So we will be launching in March -- so in about a month -- and we'll do a standard TMC Sunrise, first come first serve, 30 days, nothing unique about that necessarily. The next phase we're going to be doing is what we're calling our Sunrise B. Now, for Dot XXX, the Sunrise B was a block, much like (Rob) just described in some capacity. So it never resolved in the DNS.

However, in Dot Porn and Dot Adult, we're also offering a Sunrise B, but it's a registration. So it's not a block. We do have some promotional price

offerings around that Sunrise B -- which I'll speak of later -- but it's essentially standard registration and the only people who can get that Sunrise B are folks -- entities, essentially -- who participated in the Dot XXX Sunrise B. So it's really designated for the Sunrise B's of the Dot XXX community to get the first priority right after the TMCH and our main TLBs as well. That's essentially a month -- April 6 to April 30.

Following that, we also have a priority registration for the Dot XXX community generally, so that's what we're referring to as our domain matching program. And similar, it's a registration and the only people eligible to participate in that are folks who own a Dot XXX as of the cutoff date, which is April 30. So, some marketing opportunities obviously for registrars to get folks who may have deleted their Dot XXX's back in as a prerequisite eligibility to participate in the Dot Porn and Dot Adult domain matching.

And then, you know, not very interesting is the GA. Nothing unique about that, pretty straight forward.

So, in terms of pricing and how that's all playing out, we're not doing any additional pricing with regard to our phases. So it's a standard registration fee -- similar to the same XXX fee -- so all of our TLBs are priced similarly. We did, however, enter into a special relationship with the TMCH and so, given the nature of our top level demand, we really want to ensure trademark owners are protected and aren't sort of exploited in this regard.

So what the TMCH agreed to do is anybody who signs up for registration with them -- a one-year registration -- as long as they use that TMCH registration to buy either a Dot Porn or Dot Adult in the TMCH Sunrise, they get that registration for \$95 wholesale, so registrars can mark that up whatever amount

you'd like, but the TMCH wholesale price is just \$95, whereas typically I believe it's about \$150.

So that's a significant savings, either for the end user or a value add for the registrar -- depending on how you want to deal with that. And then once they pay their TMCH fee, obviously on top of that is their standard registration fee.

And then similarly -- in that sort of same spirit of trying to protect the trademark rights and interests in our new TLBs -- we are offering, it's not a block because we're not doing any blocks in our new TLBs, but there is a price incentive.

So you can basically, if you're a Sunrise B -- which means you participate in the XXX Sunrise B program -- and you want to register your name in Dot Porn or Dot Adult, you can do it for our year at our standard \$62 or you can do it for two to five years and they're the equal price, so it's 124 for a five-year registration, essentially.

So that's really trying to make this a cost incentive for essentially trademark owners to participate in this program.

Domain matching, straight forward pricing -- \$62. GA, straight forward pricing -- \$62.

So as I mentioned, the trademark clearinghouse phase is a first come first serve 30 days. Rather straightforward. We do have a list of which registrars are participating, so on our Web site we have a registrar page and also in the TMCH they have an Agent page, and this kind of allows consumers to know which phases folks are participating in, since we have a few different ones.

For the Sunrise B -- again, it's all exact match strings, so you can't do derivatives or keyword sort of parts. It's just did you get that in Sunrise B in Dot XXX then the exact match can be yours as a registration. Now the interesting thing for Sunrise B are in Dot XXX, there are situations where multiple entities applied for the same block, right? So theoretically, you've got a trademark called blue. Many global companies -- let's just suggest -- might have a trademark called blue. So, in our Dot Porn and Dot Adult Sunrise B, it's on a first come first serve basis. So if there were multiple applicants in Dot XXX, only one of them will get the registration in Porn and Adult, and that's really who gets to the gate first.

In all of these scenarios -- in particular Sunrise B and domain matching -- you have to use the same registrar of record. So, if you went through, you know, one registrar to get the Sunrise B, you have to use that same registrar in Porn and Adult to apply for your Sunrise B.

So we're really honoring the registrar community in terms of really trying to help you target your customers directly, because you know who they are, you know what they bought with you, and you know how to reach them better.

So it's a real opportunity for you guys to participate in each of the phases and reach out to your end users and registrants to get those folks interested in these new TLBs. Because if, you know, if they go through another registrar first, if they were one of the applicants, they do have the right to buy it as well. So it creates sort of some marketing incentive potentially for registrars to participate in all of our phases.

Similarly with the domain matching, again, it requires the registrar of record. So if you have the Dot XXX with a particular registrar, you can only use that registrar to get the Porn and Adult. So we're hoping obviously that registrars

participate, because otherwise your end users will potentially be a little frustrated I guess because they won't have these opportunities for priority registration.

We are offering a discount, sort of a promotional discount, in April for Dot XXX names. So to participate in domain matching -- which is happening after April, right? So May is our domain matching program -- we have an eligibility cutoff date, which is April 30.

Anybody who own a Dot XXX registration as of April 30 is eligible to get that matching name in domain matching. So there are folks who you're familiar with, your customers, may have dropped their name after the first year, or you want to reach out to them so that they can participate now. There's no trademark requirements for this. It's really just directly based on their ownership and registration of an XXX domain as of April 30. And for that promotion we're offering, normally our (unintelligible) price is \$62.

We're lowering it to 7.85. You can mark that up as much or as little as you want. We've heard some registrars are going to be offering XXX names during this period for \$10. Obviously that's a great price, right, for end users, and gets them into our whole system of the domain action for Porn and Adult.

So we did this as an incentive for registrars to reach out to folks who may have deleted names historically or may have expressed interest in names but never picked them up, to really get them into the suite of TLBs.

No membership required for GA. And they (unintelligible) anyways. There's no bundling. There's no you have to buy this and buy that. You can only sell this and that. They're very independent on their own, so whatever works for your customer is great.

We have created what we call our domain check tool. This is the URL for that. And what this does, because obviously, just in our own experience, trying to figure out which TLBs are launching and which domains have been acquired or where things are. It's been a bit confusing. It's probably getting a bit better now that we're sort of further along the process, but in the early days it was a little confusing to figure out who's actually launching, when can you participate, and given that we have so many different phases, we also wanted to make this easy for folks.

So we launched this tool last week, and essentially it allows end users or attorneys or registrars or service providers to check - it's a free tool. It's publically available. There's no password. You just go to the URL and have a good time.

And basically you plug in as many as you want and it'll spit back an online report as well as a PDF and an Excel, which you can share with your clients if that's of value to you. And it just lets them know whether they've already participated in - at Sunrise B and XXX, if they already have a domain registration, if that name might be eligible for the TMCH -- because it's a very popular brand.

We've obviously one it for marketing purposes of our own, but it generally applies to all new GTLDs. So we are listed at the top three and our launch information is there, but if you see the Web site, you'll notice that all the new TLBs are listed. So it's a real resource we think for the entire community and not just for our own purposes -- although certainly we are marketed in that process.

What you need to do if you're not yet signed on -- as I mentioned, we're with Afiliat, so contact them. We're in Standardized Arms process. Nothing interesting or unique about that specifically. It's all standardized and we're, you know, you can - you'll be listed depending on what phase you agree to participate in. We hope everybody participates in every phase.

Obviously, there's been some resistance historically to participating in TMCH Sunrises by (unintelligible). That's happening in two weeks, so you'd kind of have to be on the ball with that if you wanted to get that phase. Given their unique phases in our launch, we also recognize that maybe all (unintelligible) won't be participating in our priority registration phases, but we certainly hope you will. I'm sure your customers hope you will. Yes.

So, questions with strange formatting. Sex will launch in September 2015. We haven't -- in all candor -- definitively decided if we're doing the exact same programs for Sex because we're just kind of waiting to see how it all plays out for Porn and Adult. Potentially we'll do the exact same thing for Sex but it's not something we've committed to. It's sort of a market analysis to see how these go in our (unintelligible).

The Sunrise promotion that I mentioned, where end users can get a one year registration for \$95. Lasts for that entire year, so that's not - they don't only have to use that for Porn or Adult. They do have to use it for Porn or Adult, but they can also use for throughout the next year for all other TLBs. So it's a real great opportunity for folks who might not have participated in a TMCH Sunrise to get in at a cheaper price and get the value of that for all of the TLBs launching for the next year.

If you're interested in doing that promotion, you have to contact the TMCH directly. So we're promoting it, but it's an arrangement you work out with on

a billing structure with the TMCH, and they do verification to make sure that that was actually used in Porn and Adult at the end of sort of cycle of billing.

If someone purchases a Sunrise B application, as I mentioned, they just literally contact you if you're participating in that phase. They let you know that you are the registrar. You already know that you're their registrar. And they can choose to register a name in Porn and/or Adult. And as I mentioned, there's promotional pricing so they can essentially get five years for the price of two.

The names will be activated - well, you know, obviously waiting for domain collusion so somewhere around April 1 Sunrise names will be activated.

No membership is required in XXX. We had a membership component because we're a sponsored TLB, but in Porn and Adult there's no membership component to that. So it's an open TLB. Porn -- there's the link. Obviously you can reach out to Afilias, I'm sure. You have that information.

Again, the only qualification for domain matching is A, you have an XXX registration and B, use the same registrar of record. The reason to buy it is just sort of easier from an implementation standpoint. It was very complicated to try and make this available to all folks through all registrars.

We're actually putting the onus on the registrar, so in our RA, it's up to the registrar to figure out that that's the same entity that applied for the XXX registration. We are trusting you so that's kind of why you have to go through the same registrar. As registrars, it's your responsibility to figure out that that was the same end user who bought the XXX registration.

And again, we have our page so we'll be promoting folks who participate in our phases.

This is kind of the breakdown of the same information -- dates and times and pricing. But the thing that is interesting in this I believe is the opportunities for awareness messaging. So I think part of the function of this session is to figure out what TLDs are doing uniquely that they haven't historically done to reach out to their target audience. We're in a very fortunate situation in one regard, because we actually have a finite pool that we know -- 200,000 or so, you know, depending on whether they were registrations in Sunrise Bs. All of that's a cycle of our lifetime so far.

So as registrars, it's a very, very targeted audience. It's not - you're not sending this message to people who (unintelligible) offended necessarily. You know who your end users are. You know what they bought before and you know that they're probably potentially interested as well. So we're fortunate in that regard in that we have a very legacy-based finite system of direct marketing.

And in that way, we have the sort of opportunities for messaging based on that knowledge base. So if your end user registrant isn't in the TMCH but they have a Sunrise B, there's timing around when you might want to market to them.

Similarly, you can see the chart but, you know, we heard - I mean, in that same sort of spirit as that design, I guess you could theoretically even check out who owns the dot coms in adult-related keywords and reach out to them as well, because theoretically they might be interested in jumping on board to Porn or Adult. So that expands your marketing range without necessarily offending the sensibility of the end user.

And I think that's - yes, that's a wrap. Any questions you might have around our policies, pricing, timing, procedure?

(Rob Hall):: Any questions? Ok I have one. Sorry go ahead.

Man: Could we have the slides of those?

Sheri Falco: Absolutely. I'll send them to you, or you can also reach out to (Tony Farro), who's - I think he sent these to a lot of RARs but I'll certainly - we can get in communication and we're happy to share this. This is our standard registrar presentation, so absolutely.

(Rob Hall):: I have a question about your registrar of record.

Sheri Falco: Ok.

(Rob Hall):: You said they've got to go back to the registrar of record they bought from. What if they're no longer with that registrar? Is it the current registrar of record or the original? Because this seems to be the last thing I want to do if I've convinced someone to join us instead of who they registered with. I've got to send them back.

Sheri Falco: Yes that makes perfect sense. Obviously there's been some consolidation and similarly not every registrar is picking up each of the phases, so if a registrar is unwilling or unable to participate, we're going to create some flexibility around that. Our standard procedure is that it's through the original - whoever's on the Whois as a registrar...

(Rob Hall):: Now or then?

Sheri Falco: Now.

(Rob Hall):: Now ok.

Sheri Falco: Yes.

(Rob Hall):: That's better. Originally I thought you meant who they originally bought from.
(Unintelligible) through the registrar now.

Sheri Falco: Yes I believe it's based on who is, yes. You go to - that's actually what our domain check tool helps assess as well for end users...

(Rob Hall):: Ok.

Sheri Falco: ...is what it says about their (unintelligible).

(Rob Hall):: So long as it's the current registrar, I think I'm ok with it, so.

Sheri Falco: Yes.

(Rob Hall):: Right. Any other questions? Ok great. Thank you.

Sheri Falco: Yes.

(Rob Hall):: Next up we have the DNA, I believe. Is Kurt here? Yes. Hey Kurt.
(Unintelligible) You can. You've got to...

Kurt Pritz: I run the show from here?

(Rob Hall):: Yes the clicker.

Kurt Pritz: Hi everyone. My name's Kurt Pritz. I'm the Executive Director of the Domain Name Association. So, this is a little bit of a non-sequitur, and I know I'm between you and a riveting who is session. So I'll be direct. The main purpose of my talk is to invite registries and registrars here to a meeting that's occurring Wednesday.

But before you get to that, I want to tell you a little bit about the Domain Name Association, which is a trade association centrally comprised of registry operators and registrars, and we seek to promote the interests of our members by promoting domain names as the (unintelligible) of establishing a memorable and economical internet presence, defending your positions and the policy environment, and making sure all the new domain names work through universal acceptance efforts and things like that. So our members combine resources and contribute efforts to make sure all those things happen.

So, the DNA is about a year old and it's really coming into its own as far as delivering on our promise and delivering some work.

Is everybody sitting as far away from that as they can? But with regard to universal acceptance, for example, we've just constructed a repository of information -- technical articles and information how you make sure domain names work. So you can go to that Web site and look at the framework. It's UA.DNA.org.

We're also leading communications effort in partnership with Apple, Afiliias, and some other registry operators and championed by ICANN to bring - to create a coherent message and distribute it and get that messaging funded so that domain names will work better and better.

And with regard to domain name promotion, we've recently concluded a global survey of domain name preferences, and have some really interesting results. But if you go to the DNA Web site -- which is the DNA.org -- it's on the front page there. You can click on the public version of the survey report, which is pretty complete. And I encourage you to do that, and I'm just going to show a couple brief results here.

Our next steps, though, are to use those results to help our members and others form their promotion campaign -- so understand what the differences are in domain name preferences for country to country, and understand how people in different regions link domain names together or the advantages and risks of geographic TLDs versus say industry verticals and how GTLDs can best compete with CCTLDs in different region.

So we're kind of stalled. Okay.

So with the survey, there are certain headlines. One is that domain names continue to be relevant -- and I'll show you some statistics in a minute -- but a lot of people use Search -- almost everybody -- but almost everybody uses domain names, too, and types domain names into their browser. And the internet using public -- with little or no knowledge of the new GTLD Program -- is very open to using domain names that include new domain name extensions. And in fact, there's the preference is -- I'll show you one example -- are almost even with new - existing TLDs.

Nearly 60% of the people surveyed -- again, without knowing about the new GTLD Program -- voiced a preference for a lot more options. And then finally, like I said, internet users remain generally unaware of the program. So that combination of openness to new domain name extensions but the fact that

people don't know about it is a powerful combination that I think we can exploit.

Is there a better way to do this? Am I just - is retard a?

Man: (Unintelligible)

Kurt Pritz: Yes. I'm hitting it as hard as I can. So here's some examples of some interesting examples. So we asked where would you go to learn about news? Would you go to Headline.com? Would you go to Headlines.news? The answers or attributes included three existing TLDs and three new TLDs and in the UK and in India -- and in fact, across the world -- there was nearly a 50-50 split of people who chose an existing TLD such as Headlines.com or Headlines.uk versus new TLD such as Headlines.news.

And interestingly in India, Headlines.today was a big winner because we found out there's a periodical - there's a very popular periodical in India called Today.

We asked the question do you - what do you use -- search or do you type a name into your browser? And what people do most of the time, they use Search most of the time -- a little more, you know, slightly more people use Search more of the time than type in address. But as you can see in those numbers that are way far away, practically everybody uses Search some of the time and everybody uses their browser and types in address part of the time.

Should there be more domain name options, or should there be few or no changes? So across the world, 60% said there should be more domain name options. So people will appreciate them when they understand the opportunity

arrives. And those countries with huge markets -- you know, 1.3 or 4 billion in China and 1 billion in India -- those numbers were up on or over 70%.

So - this is a tough thing, isn't it? So I'm just going to leave it on that slide.

So with policy influence, you know, we're looking at - we're a place - the DNA is a place where you could essentially outsource your policy efforts if you want. There's this air of inevitability that things that happen at ICANN, but they're a certain small percentage of policy issues in which we think you need to get involved and we get involved on your behalf so. The upcoming WHO is (unintelligible) will have significant cost implications for you all, and so it's important.

We also interjected ourselves into some proposed trademark regulations in the European Union, because that would increase your litigation risk.

And then finally in the upper right hand corner, I want to talk about registrar operations. And that's where I want to invite you to a meeting. So we see the DNA as being a great springboard to increasing consistent meetings and discussion between registries and registrars.

With so many new registries, you know, the number of registry/registrar combinations, if you think about a thousand registries and a thousand registrars, that's a million, right?

So I know registrars are having a difficult time dealing with all the different business models, and the registry/registrar operations group as a forum opens all registries and registrars, so you don't got to be a DNA member to have this discussion. So we started this group, you know, it was just before the Los Angeles meetings -- so five months ago or something like that.

And we're going to have another meeting here at whenever that says, at 3:30pm in this room, right? What do I want to say? So this group grew and we went through the formation pain of creating a charter. With any industry group you have to be careful how you handle intellectual property, so we've done a lot of background work on procedures for that. And in this meeting, because we're face-to-face, we'll take a little bit of time to review for everyone who cares to come what the registry/registrar operations group is.

But then, you know, we've also formed our first two project teams, to get to work on real issues. So one has to do with registry invoicing of registrars and all of the different cost and pricing models that come up. You know, we don't get into pricing discussions, of course, but we do get into the interfaces between registries and registrars and try to develop some common practices among registries and registrars that can be adopted voluntarily.

So we're not a standards making body, but rather a common practices making body.

And then there's another set of issues introduced by the registration of delayed names, whether they're delayed by names collision or they're released two letter names or even if they're names that are withheld for registry reasons for someone. So the meeting will be half, you know, learn about the registry/registrar operations group -- because we think if industry-wide everyone participates in it, it'll be of great value. But also we'll get down to details on those specific topics. So I invite you to come.

So that's the introduction to those of you that don't know the Domain Name Association. Some of you here are members, and I thank you for listening and I thank (Rob) for giving me this opportunity.

(Rob Hall):: Thanks Kurt. Any questions for Kurt about the DNA? Ok. Thank you Kurt.
We will now break until 3:15. So, there is a Whois session going on that starts right away now in another room that we thought most registrars would want to be at. So we will resume in this room at 3:15 and there's I think seven more presentations this afternoon. So the schedule is on the ICANN Wiki site. And you can get it there if you want to see what the order of presentations is but 3:15 back here. We'll see everyone then.

END