

DURBAN – Domain Name Association and CEO Task Force Updates
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CHRISTOPHER MONDINI: Good afternoon everybody. Thanks very much for coming this afternoon. We're going to get started right away because we have a lot of information to present. We really structured this session so we are going to try and have a good solid amount of feedback time, discussion, Q & A at the end. So we're going to go through a series of presentations and I'll be keeping the time as well.

I'm joined to my left my illustrious leaders from the domain name industry: Adrian Kinderis, Raymond King, Elliot Noss and Edmon Chung. I'm not going to take much time with introduction. I will say though that for those of you who aren't following this initiative from its origins, it really began with a series of roundtables that were initiated, CEO-level roundtables, to gather a selection of registries and registrars.

They were not so much to talk about ICANN issues or even policy but really to look at opportunities and challenges that were arising with all of the change that's coming about in the DNS and the changes that are upon us. We have an incredible dynamic group of really talented visionary leaders and Fadi doesn't like to let any meeting go without some action item that comes out of it.

The action items though was really the participants who signed up – leapt up in fact – to form Task Forces to address proposals and ideas to

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really get ahead of the curve on some of the opportunities and challenges. So this session is really devoted to explaining the outcomes of those Task Forces and we'll do it at a very high level. And I apologise that we don't have too much time.

And we'll get through what are some very exciting developments at this stage – and really they are at the stage where they should get some feedback so these CEOs and leaders will know how to take them forward and hopefully seek your assistance in that.

The second part of the presentation is probably better introduced by Adrian Kinderis when we get to it. But it's about the Domain Name Association. I think you've perhaps heard about it in some other sessions if you've perhaps attended them. But we will have Adrian go through that proposal. This is an independent organization but one that is very much focused on the mission of realizing and supporting opportunities for this sector.

So I'm going to turn it to Adrian now because one of the most exciting Task Forces relates to graphics that should be coming round now to you, being handed out. Adrian, please?

ADRIAN KINDERIS:

Maybe I can get started without the slides. I'll just give you some background to my Task Force. My name is Adrian Kinderis and I'm the CEO of ARI Registry Services. We were tasked with industry mapping and it was something that during the CEO roundtable discussions I was

continually banging on about because Fadi kept referring to the DNS industry. He said: “We in the DNS industry... blah, blah, blah...”

And I kept putting up my hand and asking: “Who? Who is this DNS industry you speak of? Because I’m not exactly sure I understand precisely what you’re on about.” I said it a number of times and then finally Fadi turned to me and said: “Well, you can go out there and define it.”

So we put together a few folks and had a number of phone calls and a few sessions to come up with some ideas around who the DNS industry is, originally. And then we realized in that work that DNS was far too broad. When this industry here really is focused on the domain name industry, specifically. So we wanted to ensure that that was captured appropriately.

Hopefully it’ll be the book ends to this piece today and you’ll see that the DNA that I’ll be discussing later is actually a sub-set of the DNI as we define – so you’ll see it works well together. So we were part of the Industry Mapping Working Group. I should also say that we worked with a team from Explain. If you haven’t seen them before they’ve done a number of videos and graphics for ICANN, including the “Who is ICANN?” graphic that appears on the ICANN website.

So they helped provide some imagery to this industry defining and you’ll have it in front of you right now. It’s this one that’s called “The domain name industry.” So we’ll quickly step through that and the two other slides that we have. So it shouldn’t be too long in my presentation. You can step ahead there for me. Thanks.

Okay, so I understand this is really hard to see from your seats but hopefully having it in front of you makes it easier. I imagine it's also on the Adobe Connect room. If it is you'll be able to see it there. And what this shows is that there are three layers within the DNI. The outer layer we have termed the Internet coordination layer. In there you'll see the IGF and such groups as the IGF – ISOC, ICANN and so on. And this starts at the outer rim of the Internet.

The next group down is what we're calling the ICT sector and you'll see it defined as the service providers and industries that contribute to the distribution and evolution of the Internet. And really by this there are a number of industries that exist within the ICT sector, such as the ISP industry. But you'll see here we specifically created a subset and that's known as the domain name industry.

And these are organization, business and individuals involved in the provision, support and sale of domain names – so the value chain, if you like, and we'll talk a little bit about that later. That's made up of registry service providers, registry operators, registrars and resellers. It's important to note that this document is a living document and our current best thinking, if you like. And it's something we'd like to update, should we get any feedback that it requires updating.

And also it doesn't purport to provide every different scenario but hopes to allow some good conversation, at least potentially for those outside the industry to understand what our industry looks like. And even for those inside the industry to understand who the participants are.

So you do not have a copy of the next slide and it's somewhat complex. What we tried to do was provide a document that showed how contractually these bodies could link together. And we started with one variation and we understand that this is certainly not a gTLD view of the world but we tried to show that there are different models to how registries interact with registrars, who interact with resellers, who interact with registrants.

And this document shows all of those contractual documents. We thought that... At least I've done this many times when I explain how the industry works: when you try to show where the RA exists – the Registry Agreement – when you try to show where the RRA exists – the Registry/Registrar Agreement and who binds those and where they sit.

So we thought this might be a helpful tool showing that relationship. So once again it will be put up on the website and you'll be able to have a look at it and we'll take any feedback. But it's already saved me a number of times from having to stand up at a whiteboard to be able to explain the nature of the relationships between the different industry participants.

Lastly – and you'll have this on the back of the sheet that you've been given – this is the value chain. This attempts to describe the flow of money, the flow of revenue, through the industry. And once again another diagram that I've found myself drawing a number of times when trying to explain how each participant makes their money within the industry.

So at the top you'll see IANA and ICANN working together. IANA are the boxes and ICANN are the people sitting around the table. One person's talking about nothing so probably that's apt. Just joking. [laughs] Okay. And then you'll see what we're calling the wholesale layer. The wholesale layer are the factories that are producing the dots. We've provided a couple of very good examples.

I got paid a lot of money to include Verisign's .com there. We run .au so that's why that was included and then I like .golf. And if someone could tell me what that Chinese character says, hopefully it's nothing bad. So they were just examples to show that there are different flavors of TLDs.

You'll see then at the distribution layer there are what are called registrars, and you'll see the explanation is registrars manage the provisioning of domain names under a top level. We've included different currencies there to show that they are global. And you'll see that one registrar can indeed just sell one TLD or can sell many TLDs, which is why the arrows join them.

The next layer down is what we're calling the reseller layer. We have resellers there. They're appointed by registrars to increase their distribution network. You'll see here that a registrar won't necessarily use a reseller. They may use a reseller or indeed they may do both. So it's once again trying to capture the nature of the industry and how it interacts.

And of course lastly we have registrants, and registrants have the right to use a specific domain name and being the bottom of the food chain if you like or indeed the top, depending on which way you look at it. So

the consumer layer. So once again, these documents don't purport to try to explain every single possible variation. What we've tried to do is capture the majority of variations here. And really we want them to be community-wide tools that can be used in the explanation of our industry and how we're mapped.

So, I don't know that I need to say much more on that. If there is any specific feedback you could go to this page here, which is where the Explain guys will be able to pick up and come back to us with any feedback. This has been through a number of iterations already but we're really happy with where it got to and... I should say that in our work that we've done with ICANN we have circulated this through different cc's, different g's.

So we try to go out and seek feedback from all different parts of the industry. And I think that's all I have.

CHRISTOPHER MONDINI:

Thanks. In addition to the website feedback, one of the benefits for having provided the printouts – unless you want to take them home and frame them immediately – is that you can scribble on them and we'll collect them afterwards and collect the feedback that way. Maybe we can have a contest to fill in the empty speaking box at the top and decide what that person is saying. [laughter]

I'm going to turn over to Raymond King. One of the concepts the Task Force has looked at was whether there should be a seal of approval or a

code of conduct or a voluntary program among industry participants. And the Team that did that was led by Ray.

RAYMOND KING:

Thanks Chris. I'm Ray King, the CEO of Top-Level Design, applicants for several TLDs and I'm also the guy that started and runs ICANN Wiki. That's just a little background. At the DNS Summit that we attended back in February... April? Right, see. We talked about this idea of building a seal of approval. I think it was born out of the idea that we want to get the reputation of the industry to a place that was accurate and such that the DNS industry was well thought of.

And one thing that I find painful sometimes is when I'm out, talking to people who are outside of the industry and I tell them I'm in the domain name business. And every now and then someone will say: "Oh, yeah, you're one of those guys that grabbed a trademark name really early or something like that?" and sometimes we're not thought of really in the proper light. And oftentimes there are also behaviors that everyone is frustrated with spam, phishing and trademark violations. But it's unclear whether that falls within our purview or not.

So the idea that came up was to have an effort led from within the industry, which would try and elevate our understanding and our general behavior to one that we would be proud of. And I think that, at a high level, we looked at it and said: "Everyone's obviously committed to the laws within their countries, their contractual requirements set forth by their agreements with ICANN," and the idea behind this seal of

approval is to try and set a third standard; a higher ethical standard, which would be above those two base layers.

And the thing that we discussed a lot was: “How do you figure that out? What is the definition of better behavior or a higher ethical standard?” And we came up with the idea of first... Whoops, can you flip the slide? We did an exercise and we used ICANN’s internal Wiki and came up with a bunch of activities. We said what are the different types of behaviors that we want to talk about? And we wanted to put names to them because to me naming is really important. And if we say a term like “phishing” or “drop catching” or “front running” we need to be talking about the same thing.

So just giving the names to the different behaviors is in itself a task and one that’s very important. And then the second part was to talk about those items and decide whether they’re good behaviors, bad behaviors, misunderstood behaviors... Do we even have a good definition of what it is? So we had the concept of building some information behind each item and saying: “Let’s name it properly. Let’s identify exactly what it is and how it works.

“And then let’s say which industry actors typically take part in that activity and how they take part in it and then let’s classify it as something that we think is good behavior, a bad behavior or maybe one that’s in the cautionary area.” And we did put together a brief document, which I think you may have in front of you. It looks something like this, so again I’m sure this is way too small to read but

you can take a look at that and see that we've tried to classify the different behaviors.

So we chose some things that we can all agree are bad and let's put them in that first bucket. And then let's put the... We originally called them the "misunderstood" – "drop catching" was the first one that came up; I used to be involved with [snap names? 00:20:00] so that was close to home – but there a lot of people thought that they could make an argument that is was bad and some people could make an argument for why it was good. So it was one that required a little more discussion.

And then there are obviously behaviors that we'd want to encourage. So, dovetailing with what Adrian was talking about before, in terms of who the industry actors are; that's a very important question because we need to bound it in a way that we can talk about what is within our industry's control and what is outside our industry's control.

Second question – how can a seal be implemented? – was one that drew a lot of discussion also and by the way none of this is at all cast in stone so the discussion continues. How can the seal be implemented? Well, one of the things that we talked about was to have this set of behavior and then whether they're registries or registrars or other companies in the space who want to sign up to commit to the behaviors would be able to use the seal.

Maybe they'd go through a process to demonstrate that they're operating to code at a certain time to get the seal, they put it on their website and then they have the advantage that because they have this seal they are more trusted and users can click on the seal and go to a

seal of approval website, which would describe the program in more detail and provide a mechanism for feedback.

So if they're frustrated they can say: "Hey, I don't think this stamp is being upheld and here's what's happened and why," and then all of that input, directly from the end users, would be analyzed, responded to and actions would be taken, etc. Again, what are those standards? I think we've discussed this a little bit already. One question we thought about is how is this related to the GAC advice? Because I think that it seems like a lot of the same things are being discussed. Why is this important? How important is it for us to focus on these items?

I think it's important first and foremost too, because we do want to act in a way that we would be proud of and one that furthers the industry, and secondly from an external perspective of how the industry is viewed. Another question we discussed at great length was, if and when the project would be funded and how, because I think that there is the idea that we would require staffing, support, building the website.

As well as figuring out who would make judgment calls on complaints and things that came to where a decision needed to be made; who would be hired to do that or who would be making those judgments, etc. All of those things would obviously require some effort as well as the technology to run the seal website. So that's an open question for us.

So the next steps for us are... The big item in my mind is trying to get some more volunteers. We are desperate for more energy to help work on pushing this forward. And I think the way I've been thinking about it

is instead of trying to envision the entire solution I've been breaking it into phases. So the first phase would be building the mechanism to have a discussion and getting the participation necessary to really get a good definition around the behaviors.

I think that can be done in a way that if we did nothing else but that it would already be very valuable for the industry – a minimum viable outcome, if you will. Phase two would be figuring out how to implement the seal and then phase three would be enforcement. And I think it's important to break it into logical chunks where at each phase we've got something that's workable and worthwhile.

In the discussions I can see that some of the latter phases are difficult and frankly will take a fair amount of time to get right. So I don't want to stop the train because we can't see a way through the whole thing. So what I'm looking for would be some volunteers to help work through that first phase, which I think is mainly information and discussion and trying to come to some consensus on what those behaviors are.

Another item that we've been discussing is the seal program and it's relation to the DNA. Should this be a program that's run within the DNI or should it stand on its own and be independent? And I think there are some pros and cons to that. Between Beijing and this meeting we had been meeting regularly on a conference call once a week, and I think we'll continue to do that. I'm looking over at Chris because you helped coordinate that, so... Yeah, totally.

So we'll probably continue doing that on an ongoing basis and we'd love to have participation. All the details of our prior discussions are up on

ICANN’s Community Wiki, so hopefully you guys can take a look there if you’re interested in participating and/or contact me, if you like. Okay, I think I’m done.

CHRISTOPHER MONDINI: Thanks a lot. A couple of housekeeping things. We have an issue with our Adobe room. I don’t think the slides are showing. We have five minutes after Elliot’s and after him we’ll get the slides up there. I think the pictures are in there as a PDF; the ones Adrian was talking about. Apologies. But we will get that sorted in five minutes.

One of the other Task Forces talked about a question about philanthropic aims and development aims and assistance aims, because a lot of the companies around the table were led by very social, corporate, responsibility-minded people and there are efforts being made by companies around the table, so the idea of some collective action was raised. And Elliot has been leading that. So, Elliot, if you want to give a five-minute overview, that would be great.

ELLIOT NOSS: Thank you. You’ve given me two cues around the timing, Chris. You’re on the... So coming out of the roundtable work, we took a step back. We want to be small and simple and iterative – and I’ll tell you a couple of things that this is not: a lot of the companies in the industry already engage in philanthropy and this is not intended to overlap or be company-sponsored stuff. This is very much an ICANN community effort.

You can see our Members here. [Alice ? 00:28:10], the GAC Representative now connected with the African Union. Fatimata is in the ALAC and is the AFRALO Head. Richard Lowe is not here. Frank Shilling had to leave. Edmon right here is who you all know from .asia and other such hits, [laughter] and others. We have our newest Member to announce today... We have a bit of an announcement today. Sitting right there, Désirée Milosovich is going to join us. Des, wave to the crowd?

And you can see that these are not all people who were in the CEO roundtables. One of the first things we wanted to do was extend this into the community. Adrian, do you want to take over the space bar? Thank you. So we are looking at what we're doing. We want this to be very small, very focused and very iterative.

We're taking an initial focus on Internet access and when I say that, I'm a deep believer that Internet access is probably the single biggest contributor to economic success that exists at any policy level, across any infrastructure initiative that can be taken. We're taking an initial focus on Africa here and we don't say that just because we're in Durban – this has been our focus.

I've been talking about philanthropy coming out of the ICANN community now for a couple of years, and I will tell you that everybody that I speak to has a first choice of some pet project that is different and then everybody that I've spoken to – and that's dozens of people over the years about this – has very high on their list, a second choice, looking at access in Africa.

It's broadly seen as such a great opportunity for the ICANN community; both because of our diversity, because of our connection to access and because there is such a great footprint and contribution from the African community and side of ICANN. Again, I've talked about us reaching outside of the CEO roundtable group but now bringing in some others. You need people on the ground to be able to help with these things.

We're not really thinking about where the money's coming from at this point. It's desirable to have multiple sources of funds, but what's most true for us is that we want to be able to demonstrate the power of doing things in the small. And we think that there are great opportunities when you demonstrate what can be done with small, focused efforts, especially around networks, that can really set the stage for a ton of great progress going forward.

I'll tell you that there was something that I did that was a bit of provocation with a fella named Sascha Meinrath, who runs something called the Open Technology Institute, which is a group in Washington that has funding from the State Department, the EU, that looks at small, meshed networking. And Sascha and I co-authored an article in the Slate Magazine to be provocative.

We said: "We can provide free Internet access for all of Africa for \$100 million." Now, I was very much trying to provoke there but I've got to tell you, we believe it's true. The point is not that we're going to set out to do that. The point is that we are going to focus on a small first effort. And we know that the mountain we're pointing towards is a very broad opportunity around free Internet access.

And I also want to say that when we're talking about free Internet access there are a few things that are important there. I'm an entrepreneur. "Free" always sits besides "paid". It doesn't replace it – it supplements it or it complements it. So imagine a small city square or area of a city where you could have a square kilometer of five square kilometers of free Internet access that supplements everything else that's going on. It's take that first, small step, point down to that bigger mountain. Don't worry about how you're going to get there. Start small and iterate.

Chris, if you could flip? We'll be digging through some of these questions but I can tell you that for us, very much what we're looking at now is to make that small group of concepts happen. What we're talking about in the group is to probably start with something in Dakar or Nairobi where Fatimata and Alice are obviously on the ground and can help us make things happen. We may do one, we may do two small, first tests and show what this stuff can look like.

Flip again, if you will? Next, Des has just joined us. Alice and Fatimata have just been with us since Beijing. So we're going to further get everybody tighter in the group. We're going to put out a technical whitepaper. And here this mesh networking technology we're talking about can be well described at a geek level, but what we want is for people to really understand what we're doing.

And what we're doing is looking to be able to roll out something that is small and autonomous; that can plug into anything, from an oversea cable to a simple 3G connection. And even better than that – if the external connectivity is pulled out of it, any device connected inside the

network, any computer, laptop, tablet or phone can connect with others connected on that network.

So we're going to show you what some of that looks like. Give me two more bullets, Chris? Thank you. What we hope to do between now and Buenos Aires is to make some real strides towards that proof of concept and maybe even start to get some boots on the ground. Ray was calling for volunteers to get as much help as he can. We want to stay small at this point.

We've got lots of people, we've got a good, core group that's working with us but I really want to encourage that anyone who's interested in just following along with what we're doing or wants to at some point get involved or plug in, then please let me know because this is very much a community effort. Thanks.

CHRISTOPHER MONDINI:

Thank you very much Elliot. Apologies again to the people in the Adobe room. We're working feverishly to correct the technical issue and we're confident we'll have it addressed again within the next five minutes. I'm going to have us keep going. We have Edmon, who worked on Task Force that was addressing, as part of raising awareness about the industry, whether conferences, expos or events of various kinds should be pursued. Edmon, please.

EDMON CHUNG:

Thank you. I'm actually stepping in here for Frank Shilling, who is leading the Group on this effort. He unfortunately can't be here with us.

In any case, as was mentioned, this Task Force took a look at an idea for an industry expo or a conference for the domain name industry. When we started off the idea itself is pretty simply. This is a conference that will promote the domain name industry. The target audience is the first thing that we talked about. We want to reach beyond the ICANN community to especially businesses, consumers and technologists. And an important area is also journalists as well.

So one of the things we quickly identified was the objective of the conference. It's not a repeat of the ICANN conference but it's really to expose domain names and what's happening with the DNI to a broader group of consumers, corporates and also the media, as mentioned. So this is the group: myself, Tom, Blake, Richard, [Cash? 00:37:27] and Frank. As I mentioned, Frank has been leading the efforts.

Part of the outcome so far in terms of what we are thinking is as we talked about it we want to reach beyond the ICANN community. The target audience and how we want to set this up, one of the first things is to decide whether we do it within the ICANN conference? Do we extend the ICANN conference? Is this going to be a standalone conference? Should we go and do something within existing consumer shows? Existing domain shows?

So that's one of the first things that we considered. And we kind of came to a realization that perhaps if we are going to try and reach beyond the ICANN community, having it within the ICANN conference is probably not a good idea and if we want to reach outside we probably

need to go to their events and go to their industry events. And I'll come back to that particular point in a little bit.

So we started to think about what to call it and I think we had a pretty interesting name suggested; Internet Naming Expo – INEX – and we identified what the conference should include. Again, these are very early concepts right now. It would include the technology of it, the economics of the industry, the social impact of the industry and some further visions aspects. As I was mentioning, the Group looked into the different possibilities and we thought that it was probably best that we reach out to the community that we've already identified and want to reach as a target audience.

And we're looking at potentially having side conferences during, for example, the CES in the US or the CBIT in Europe or in Asia the ICT Expo in Hong Kong. And there are two points there: one, to reach out beyond the ICANN community and go to the conferences that the corporate executives and the consumer already goes to, and the other one is about going to different conferences around the world.

So perhaps not just in the US but also in Europe, Asia and perhaps in Latin America and Africa when appropriate as well. But these are some of the things that have been identified. And we're continuing to refine the four themes that we identified and what will be included to attract the types of audience that we want to in those conferences.

This is what we continuing to discuss, what the themes should be. And we're started to look at how this could be funded and the sustainability of it. We're considering whether separate entity needs to be set up if

this kind of conference is being set up, how to manage it and when this can practicably be implemented. So right now we're looking at the various possibilities. I must say that we're slightly stuck because CES is very forward, very difficult to find the availability for the venue and some of the other shows are all very busy and in terms of 2014 already it's becoming very difficult for this to be realized. But we're still working on it and looking at the options and also looking at where the funds are going to come from and how to really manage this.

Because right now it's a voluntary group. If we are to actually put a serious conference together there needs to be an entity or a team that could professionally manage this. So those are the next steps that are being considered. Thank you.

CHRISTOPHER MONDINI: Thank you very much Edmon. That concludes the portion that's devoted to Task Forces that the CEOs formed. We're now going to go into the DNA proposal and value proposition and mission and so forth, and I think Adrian will be able to tell us all about it.

ADRIAN KINDERIS: Hello, me again. Hopefully the Adobe Connect room can now see these slides. This is, like, the eighth time I've done this slide presentation so I hope that many of you have seen it before. The gags will all be the same so please give the same amount of lack of laughter that I've had throughout. I'll get through it quickly. Let's move.

You're all now familiar with this particular diagram. I explained earlier how this fits in with respect to defining the domain name industry. Edmon, I do hope you tidy up your slides. I did see the term "DNS industry" in there somewhere – that's one beer penalty for you.

EDMON CHUNG: When I spoke I did say...

ADRIAN KINDERIS: You did, I heard that. Half a beer. A light beer. So we'll keep moving. The DNA is a new non-profit business association that represents the interests of the DNI. Importantly, non-profit is important but global is really what we want to focus on here. DNS is absolutely, at its core, about promoting globally the interests of the DNI. We have no formal affiliation with ICANN, we are not funded by ICANN. However, ICANN have certainly been briefed of our intentions and Fadi and the Staff are supportive of the establishment of the DNA.

The Members are groups, businesses and individuals involved in the provision, support and sale of domain names. As I said earlier, this is comprised of registries, registrars, resellers and registry service providers. It is not about the contracts you have, whether you are ICANN-accredited. It is the function you perform within the industry that defines your eligibility, okay?

So if you're involved in the provision, support and sale of domain names you are eligible to join the DNA. Our mission is to promote the interests of the DNI by advocating the use, adoption and expansion of domain

names as the primary tool for users to navigate the Internet. We felt that especially in this time of flux that no one was really looking after the interests of domain names as a whole.

We're all – and rightly so – focused on the immediate future and that's on gTLDs and indeed our businesses. But if domain names themselves were to go away as the primary tool for navigating the Internet, clearly that would impact all of us in this room and indeed the industry. So we felt that who had the interests of the Internet at heart? Well, no one. So we needed to establish an association that would do so.

The key messages: we want to have a key role in helping consumers, businesses and public benefit organizations and others in understanding the benefits and to take advantage of the upcoming expansion of the name space. Clearly the expansion of New gTLDs is a significant event. There will be consumer confusion. We see it as one of the early roles of the DNA to assist consumers with understanding the name space and not contributing to confusion.

We are the first ever industry trade group to represent these interests. I don't know in my 13 years of participating in this industry that this has ever been achieved before. If it has, clearly it hasn't been successful. It is an ambitious task that we're undertaking here to bring together all members of an industry that spans the globe in many different languages and in many different shapes and sizes. And we're not underestimating that task.

However, we are certainly prepared to – as we say in my country – have a crack. I think we can go to the next slide. By exercising effective

leadership the DNA will advocate for and represent the interests of the domain name industry before public policy members. We certainly do believe it will be within our remit to lobby government. There may be times when that's appropriate but it certainly won't be our sole function; to lobby different policy members.

As you can see here, this is where we may well not be aligned with ICANN and other industries that are out there. We've seen other lobby groups within our own sphere, for example the ANA, with respect to the gTLD program, have successfully been able to lobby a large part of that. We'd certainly like to have the same amount of influence in our sphere.

The intent of the DNA is to build trust, exchange ideas, educate and raise awareness of domain name-related issues; both across the industry, with each other, and outside of the industry itself. The next point about a trusted online environment is really where we see some interaction potentially with – as Ray correctly identified earlier – such initiatives as the seal.

This is a draft but it may well be something that the DNA can tuck under its arm and say that if you're a Member of the DNA you get to carry the seal and that you're therefore able to be known as a good actor within the industry and somehow manage and police that. Clearly there is some work that needs to go into how that may be implemented.

So the current status: we've established an interim Board. Largely the interim Board is made up of folks that have quite frankly been prepared to dedicate their time and/or resources and/or cash into getting us to where we are. And you'll note that it's somewhat a cliquy group. It's

really been born out of an idea from Google and a few others and we've banded together to try to get some momentum into this project and mobilize it.

It's certainly not the intent to keep this North American-centric. You'll see a lot of the names here are from North American countries, but it had to start somewhere. So it's certainly on our agenda to globalize this as quickly as possible. I should also note that the interim Board will stand down once the membership structure is in place and it will be a voted Board, as conventionally done by associations and I imagine that I will hopefully be eradicated as the Chair. So myself is there, Jeff Ekhaus, Rob Hall, Statton Hammock.

If any of my fellow colleagues are here I'd love them to stand up and wave. I know it's late in the day and they're probably at the bar. We probably should have conducted this there for a better result. Job Lawrence from Google and Jon Levitt from Donuts and Liz Sweezey from Fairwinds are all putting in a significant amount of time and energy to get us to where we are.

I should also make note here that Donna Austin of my staff has been fantastic in supporting our efforts. We've also reached out to an organization by the name of Virtual. Virtual build associations for a living and we are currently engaging with them to help us through this establishment phase. I'm nearly done folks.

So, where are we at? We've officially incorporated as a Delaware non-profit. So straight away all the good work I've been saying about us being a global entity has just been undone. Yes, we refer to Delaware in

the United States. Two reasons as to why we did that: one, we've got a number of lawyers that we've been able to have access to. They're American for pro-bono so we wanted to leverage that.

And two, we think that some of the major contributors – and some of those, the companies, are on board already – are from the United States and there are certainly some tax advantages to be made if their donation is done to a US non-profit. So we wanted to make sure that the lower hanging fruit was able to be accessed easily. We have chartered initial bylaws and they've been adopted. We're currently developing a structure.

Clearly the budget is a large part of that; trying to work out what our operational expenses will be, how much we'll need for campaign-related activities and so on and so forth. Then it'll go into our membership structure. It's starting here in Durban and we're pushing hard. I've taken the opportunity to speak to you today to speak to you today about getting some interest.

We've done an education and awareness website. You'll see at the bottom of this slide deck; thedna.org is where you'll find largely the contents of these slides currently, but we'll build up some content as we continue. The website whatdomain.org has been retooled. This will be live shortly if it's not live right now. And I'll talk about what that website looks like in a second. Like all good corporations we spend a lot of wasted time on deciding what a good logo would be. You'll see it in the top right hand corner of our slide deck.

Benefits. I won't spend too long here folks. I think I've talked about a few of them as we go. It largely comes down to being able to have a voice, being able to share ideas with folks within the industry and also being able to contribute to the longevity of our industry and the objectivity of our industry. I'll just go through this quickly.

Whatdomain.org will be up very, very shortly. And I believe this is the first time where this has been done – when there is an agnostic website that talks in very simple language about what domain names are, what they do and indeed the industry. And all of you would have had trouble explaining what industry you're in, be it at a bar or talking to your parents or friends. And hopefully this goes a long way to help. It is a great website.

Very shortly it will be available in six languages, as will our website as we maintain that global feel. And I think you'll be impressed. We certainly are and I should give thanks to the team at Google that have invested a lot of money and time into building up this website. So keep an eye out for that in the coming days. I should say, if you go to thedna.org you can express an interest there. You can sign up to our mailing list and once the website is live we'll notify you.

Apologies for those on Adobe Connect who can't see these slides. So, next steps and finally we need to finalize our budget and indeed our membership structure, as I said. We will transition to a formally-elected Board. We will begin our awareness and education campaigns, which will include the launch of our educational website, which we hope will help to demystify some of the issues around New gTLDs.

We'll do an official launch of the DNA itself and begin in earnest a membership drive where we can sign up members immediately. And that's all I had today. Thank you for the opportunity to speak to you. I also should thank ICANN. They've given us plenty of support here. Fadi, when I came to him with the idea of the DNA was very receptive and really it led from, timely, when we were doing the industry mapping sessions, it was quite obvious where the DNA should live and who it should be comprised of.

So it was a very nice connection and I guess that's why we've been able to dovetail the two conversations here today. So I'd like to thank Chris as well for giving us some time on this agenda, I appreciate it.

CHRISTOPHER MONDINI:

I think there was a lot of good synergy and it's amazing to see how much is grown out of creative talents and a lot of work in such a short time. I don't know... We're probably competing with the bar and competing with the bus schedule. It's a little disheartening to see the room slowly emptying, but we have lots of time for feedback and for questions. We may have some coming through Adobe as well, I'm not sure. But anyone in the room... They had promised me roving microphones but I don't have the roving microphones so probably you're best bet...

SPEAKER:

I have one here.

CHRISTOPHER MONDINI: Oh, yeah.

SPEAKER: Hello?

CHRISTOPHER MONDINI: Just let us know who you are. If you have a look at the slide you can tell us what you're commenting on; which topic. Because we presented quite a lot of things so let us know what you're commenting on and who you are, please. Thanks.

BECKY BURR: Becky Burr, Nuestar. I am commenting on one of the slides from the beginning about the mission of DNA. And it was right where you said we'd all be in trouble if domain names weren't being used. Just one thing – I think we would all agree that the domain name system may evolve, there may be new technologies, and it will probably be us who will be at the forefront of that.

So I would hope that we could make the mission statement very technology neutral. I think we're all in agreement so we wouldn't be fighting some new system, I wouldn't think. Maybe yes? Maybe no?

ADRIAN KINDERIS: Well, it's hard to say without knowing. If that new system meant that I had to get into a new business or... I'm talking personally as potentially a Member of the DNA. I know if something started in parallel – and it

already has, right? – perhaps QR codes... There are a number of different ways to navigate through the Internet now that may do without the requirement to register a domain name. So I want to make sure that if there was something new and different... I've already invested a hell of a lot into where I am, I'd like to continue to push mine.

That's not to say I can't join that innovation but it may be not in the interests of the DNA.

EDMON CHUNG:

Just to add to that. I think what Becky is mentioning is more of an ICANN role. If we talk about ICANN then that's probably correct; we were just talking about names and numbers and general identifiers. But that's the reason why this is a separate association, I think, and this is very focused on domain names. Yes, if something comes up we might actually fight it for a little while.

We might actually have another business, another company that on the same time [hedge? 00:58:42] on that and go forward with that new technology. But I think the association would be advocating for the benefits of the domain name side. Does that make sense?

BECKY BURR:

I don't have a problem with advocating for the benefits of the domain name industry, it's just the anti-innovation thing that bothers me a little bit and maybe it's just a finessing that you might think about. And the other thing is that in most countries lobbying is not a non-profit activity so I hope you're getting good counsel on that.

CHRISTOPHER MONDINI: Thanks very much. There are others. If you want to just hand each other the microphone that might work. We're pretty informal here.

PETER: Peter [inaudible 00:59:30]. Thank you very much. Just a quick question: are all of the activities that you described coming out of the DNA? That's the way that it's been bookended by Adrian. Because what's really important about that is that it's really great... And I'm thinking particularly about philanthropy and doing access in Africa – it's probably very clear that this may have come out of ICANN but it cannot be *of* ICANN.

So there's a branding issue and... I've been lectured so often by you, Elliot, about mission creed of ICANN and I know I don't have to explain the point. That's a perception of branding.

ELLIOT NOSS: You still have the scars, Peter. Yeah... No. Our stuff in particular is just a small group of people from the ICANN community who want to pull from and give to the community. I think at different points it may make sense for us to look to staff for a little help or for money or resources or connections. And at all times to...

PETER: I would object to that. That's the whole problem and I think that's the point – there's going to have to be the separate... I mean, establishing

what is a wonderful idea and someone's got to do it. I mean, thank god you guys are doing it. And then of course it's got to not be ICANN.

ELLIOT NOSS:

I think that it's to us to look to make sure there are no strings with that money and more particularly, I think that ICANN is starting to do some project work inside of their normal functions now, and you can take up whether they should be doing that with staff – and I say “them” because I use “ICANN” as ICANN community – but I think that we would just stand [inaudible 01:01:15] with anything else like that and hope to do good work.

And the fact that it's coming from the community would put it in a good light. But it is very independent.

CHRISTOPHER MONDINI:

Just to jump in, I wanted to clarify because we are at a turning point. For your first question we presented everything together because they are sort of in the same vain. But as such, I think Adrian will probably comment that they're not affiliated, associated, yet, if they will be. It's something under discussion and he'll answer that better than I will.

On the ICANN help side, since these ideas were floated in January, February this year, what we as Staff have done is really see ourselves as just conveners – providing note taking and a conference call line. And really all of the work has been done by the CEOs on the Task Forces and people that they've brought to the table. There have been expert questions.

When we were asking about a consumer electronic show we asked someone on the Meetings Team if they had a contact there, and that kind of thing. But really it hasn't been an investment of Staff time or ours or ICANN assets beyond the convening capacity, which is really our greatest strength. Anyway...

ADRIAN KINDERIS:

Peter, if I may, it's Adrian Kinderis here. I think... And certainly all of these topics have been discussed on the interim Board of the DNA and Chris is right, there is separation at the moment. They're just ideas. I think if you listen to them it makes perfect sense once the association is up and established that it may well want to bring these within. All three ideas, I think, dovetail nicely into what could well be on our charter.

But we'd have to get through that when the timing is right and our maturity... All three require funding and so on and so forth. So we're really happy that these guys have done the work they've done because it has straightaway injected some ideas into where we need to go as an association.

PETER:

Thank you very much for the answers – just a couple of quick, final questions. These graphics are great. The one on the board is very hard to see, but like you I often end up trying to draw things on a whiteboard so this will be a great help. Having praised you for those, the root cause logo is very scary. It looks like an alien from Roswell or something else. See if we can do better? Thanks.

EDMON CHUNG: Somehow they've printed the old version out.

CHRISTOPHER MONDINI: Oh, you know what? That was me. I pulled the April version and I apologize. We were a little hindered, as you noticed, with some of the technical issues and delivery of information, so Edmon, who's really the brains behind the graphics is pointed out that I've distributed the old version.

SPEAKER: Yes, we have a new one which I think you'll like better. And I've neglected to give Edmon a ton of credit for organizing our thoughts into that root cause document in the first place, so yeah...

CHRISTOPHER MONDINI: And the new one's really cool. It has these little '@' signs as apples hanging from the tree. You'll love it. The other point to make is also that we're sort of at an inflection point here; both with the DNA, as Adrian has explained – they're up to this stage, and for our CEO Task Forces too they really felt that – and correct me if I'm wrong – they've developed the idea to a stage where, as you saw in their "what's next" that it's time to either get more volunteers, more feedback, have the discussion with Adrian to see how to take it further.

So this nurturing phase has taken over the last six months but what comes next will also be guided in part by what you and the others that

have been participating decide about where they'd like to take it. Next please.

JIM PRENDERGAST:

Jim Prendergast. Focusing on the DNA – Adrian, don't get hung up on the lobbying because at the end of the day it's just basic education and we're starting at a disadvantage to some of the other groups in the sense that people really don't know who the industry is. Just going in and meeting with people and talking about all the things the industry does is not lobbying, it's telling a story. And then if you do get into a legislative spat it becomes something else.

ADRIAN KINDERIS:

Yeah, I probably misspoke to be honest. Lobbying means something different in different ways and I know in the US in particular it means something very, very different. So I just wanted to...

SPEAKER:

It means something very different and a lot of times it's bad. [laughter]

ADRIAN KINDERIS:

[laughs] Yeah, that's right. But you're right. We certainly want to position ourselves so that... If you think of media that's probably an easier way. When you talk about education, what I'd like to be able to do is get the DNA up to a certain point where if something happened

within our industry then when the media wanted to make a comment they could go to the domain name.

A single point: at the moment we have somewhat splintered voices that are not always consistent. And that would still happen – they may still want to go to individuals, but if the DNA could have an opinion on something then it would be great if we get to a stage of size or magnitude so that the media come to us to ask it.

JIM PRENDERGAST: And policy makers too.

ADRIAN KINDERIS: And policy makers.

JIM PRENDERGAST: That's key as well.

ADRIAN KINDERIS: Thanks Jim.

TIM SWITZER: Tim Switzer. This is more a comment and it would probably be a little more effective if the room was more full, but just a thought – and you may have mentioned this Adrian, relative to the DNA –, a lot of us, between now and the next ICANN meeting will be at various venues around the world; conferences, meetings, press conferences, whatever,

and I think it would behoove us to the degree that any of you feel good about supporting this mention it. I know I'm going to be on a panel at a New York City conference around New gTLDs and I plan to mention it.

So anybody who can put a plug in, any kind of communication to drive awareness, new members, people thinking about it, would be a good thing. So...

ADRIAN KINDERIS: Fantastic, Jim, good job.

SPEAKER: Yeah, that's true too. We should tool up people as quickly as we can, such that if you did want to go there and say something we could accompany that with some brochures and whatever that might be. Thanks Tim, I appreciate it.

CONRAD DAVID: Hi. Conrad David from South Africa. I'm from a company called Hashtag South Africa. We are a social media company. As Tim spoke on creating awareness our company just sent through a proposal to host Social Media Week in South Africa in February 2014. The global theme is opening connected world and they also asked us to come up with a country theme and we submitted the National Development Plan of South Africa, which is for the next 17 years finding nine solutions to nine problems, from infrastructure to education.

And the theme that we submitted was how we could use social media and gather people together to incorporate this. Now, with Internet, social media platforms need to get people into domains on their own websites and starting their own projects. So this is something that we'd like to present to you and to show how we can expand and open and connect and learn a bit more.

We have a vision so thanks to ICANN we can now plug into the right people. And we just wanted to share that and see what could happen.

SPEAKER: By all means offline we could catch up on some details and we'd be very interested in hearing what you're up to.

CONRAD DAVID: Thank you very much.

CHRISTOPHER MONDINI: Were there any questions that came in on the Adobe? Are you guys checking it? No? How are we doing for questions out there? It looks like we have one.

KIVOVA: Good evening. My name is [Kivova? 01:09:30], I'm a Fellow. I wanted to know if there was a registration fee for this domain name registration?

CHRISTOPHER MONDINI: I'm going to ask you to speak up a little more loudly please?

KIVOVO: Okay. I was asking what the fees are that you're looking at to join the DNA and also are other regions welcome, for example African regions, to the plans that are in the domain name industry?

ADRIAN KINDERIS: Absolutely. Thanks for your questions. First of all, the membership structure is yet to be finalized. However, we do assume that there will be a tiered approach with different fees appropriate to different tiers. We actually discussed this within a Board meeting today and we want to make sure we're as inclusive as possible. And indeed we may even have a structure that allows for folks to get granted membership without fees and under special conditions.

To your second question, as current Chairman of the interim Board I'm certainly pushing very hard to ensure that we go globally as quickly as possible, and we would more than welcome any participants from the African region, as we would any other region to join the DNA once we've launched. So I urge you to go to the website, put your expression of interest in, and we'll notify you when it's ready and we'd love to hear from you. Thank you very much for your question.

CHRISTOPHER MONDINI: Thank you very much. Good question. All right. I want to conclude. I just want to say that the work that this Group has done and the other

Members of the Task Forces – it's been hard work, it's also been a lot of fun and it's actually been quite inspiring. I think it's a great opportunity to brainstorm and be very forward looking. And as a group at this inflection point, to reiterate, there are multiple ways to give feedback, so if you had handouts that you want to scribble on, please bring them up.

There is the website with the infographics that we indicated earlier and come and talk to the leaders here if you'd like to volunteer to help with any of the efforts. [background question] They are. They were posted actually last week in a blog by [Cyrus? 01:12:25], on the ICANN blog. So there was a link in [Cyrus's? 01:12:30] blog last week that clicks through to those.

It's just a feedback website, it's not an ICANN website, it's a standalone website that the graphic designers maintain. So if you check the ICANN blog I think it was seven days ago. Apologies, I didn't communicate that earlier.

SPEAKER:

Could I suggest, Chris...? I think there is a part of the ICANN website that talks about tools or something like that. I think it would be great because I know that there's a part where the old "Who is ICANN?" graphic that explained it is there. It might be worthwhile us having a tab that when you go there it lists and shows all the graphics in one place that's easy to find on a website.

CHRISTOPHER MONDINI: Okay, we'll have a look. Thanks for the suggestion.

ADRIAN KINDERIS: Can I just say on closing...? I don't mean to speak on behalf of my colleagues, but we'd like to thank ICANN as well for their support with these initiatives; especially Fadi for calling us all together initially. So thank you very much Chris.

CHRISTOPHER MONDINI: Thanks all and go and have a drink. Have fun. See you. [applause]

[END OF AUDIO]