November 9, 2015

Re: Over 400 new Support Letters for DotMusic’s .MUSIC Community-Based Application (Application ID 1-1115-14110)

Dear ICANN and Economist Intelligence Unit (“EIU”),

Please accept the attached, over 400 new Letters of Support for DotMusic Limited and its .MUSIC mult-stakeholder, community-based application with ID 1-1115-14110.¹ We kindly request that the attached Letters of Support be considered by the EIU Panel as an additional attachment and Letter of Support to Question 20f of the DotMusic application during the .MUSIC Community Priority Evaluation (“CPE”) process. If there are any issues verifying any of the Letters, please do not hesitate to contact us.

As per the ICANN CPE FAQ², we electronically submit the attached Letter of Support and request that it is posted on the ICANN Correspondence page.

Respectfully Submitted,

Paul Zamek
EVP: Communications & Strategic Relationships
DotMusic
4508 Wayland Drive, Nashville, TN 37215, USA
(o) +615 665 1930 (c) +615 260 6900

Website: http://www.music.us
Email: paul@music.us
Supporting Organizations: http://www.music.us/supporters
Multi-Stakeholder Governance Board: http://www.music.us/board

¹ See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: James Cachero
Name: James Cachero
Title: Owner
Organization/Artist Name: Sarcastic Music

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community,” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, [http://merriam-webster.com/dictionary/substantial](http://merriam-webster.com/dictionary/substantial), Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See [http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm](http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm)). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


13 Nielsen / Harris Poll, Quick Query Q3505, [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf)


15 [http://music.us/board/](http://music.us/board/)

email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^\text{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^\text{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: Lauren Kay Manning

Title: Music Artist

Organization/Artist Name: Lauren Kay Music

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;3

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}
\textsuperscript{19} \url{http://www.afilias.info/about-us}
\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392}
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: mestrada@scientology.net  Nov 3 ’15  ip: 38.106.45.2

Name: Mickey Estrada

Title: Musician

Organization/Artist Name: Mickey Estrada

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According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
https://music.us/board/
email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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17 Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


19 http://www.afilias.info/about-us

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Andrus Brimidge

Signature: brimidge@gmail.com, Nov 3 '15 ip: 70.193.138.40

Name: Andrus Brimidge

Title: /artist/songwriter

Organization/Artist Name: Spyse /Andrus dewayne

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

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\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
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Yung ji

Name: Yung ji
Title: Artist
Organization/Artist Name: Est90'sEnt

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Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Ryan Clark  
Title: Ryan Clark  
Organization/Artist Name: Ryan Clark

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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17 Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


19 See Afilias info about us

20 See https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: alex.zorychta@gmail.com, Nov 3 ’15 ip: 76.104.30.72

Name: Alex Zorychta

Title: Musician

Organization/Artist Name: Acoustic flaws

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.5

4. is the only .MUSIC applicant without a formal Community Objection filed against it;6

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4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

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email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

~³³~

Signature:  z4kl33d5@gmail.com,  Nov 3 '15  ip: 84.93.60.186

Name: Zach Lawrence
Title: N/A

Organization/Artist Name: Zz Wave

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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14 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

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Daniel L. Brice

Signature:  exudeexellence@gmail.com,  Nov 3 '15  ip: 66.87.64.71

Name:  Daniel L. Brice

Title:  CEO/producer/artist

Organization/Artist Name:  Crownd Prinz Entertainment/ Lyrikill Akrobatikz

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”...aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?c=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Warren Casey Malanuk

caseymalanuk@gmail.com, Nov 3 '15 1p: 166.137.99.240

Signature:

Name: Warren Casey Malanuk

Title: Warren Casey Malanuk

Organization/Artist Name: The Shoelaces

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

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\textsuperscript{19} http://www.afilias.info/about-us
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Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: John Morton  
Title: Musician  
Organization/Artist Name: Blue Phoenix Records

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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process-07aug14-en.pdf, Pg.3

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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{15} \url{https://gtldresult.icann.org/application-results/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{16} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: paulsmithhomes@yahoo.com, Nov 3 '15 ip: 24.126.94.148

Name: paul michael smith

Title: artist

Organization/Artist Name: paul michael smith

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7. The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.


8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: A. Oti

Name: Andrew Oti

Title: Mr

Organization/Artist Name: ARVO

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?at:ac=1392, 20a

\textsuperscript{15} http://music.us/board/

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\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature: Kooltuga

Name: Antonio Oliveira

Title: Kooltuga

Organization/Artist Name: Kooltuga

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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15 http://music.us/board/
email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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17 Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


19 [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: subdufuze@yahoo.com.au, Nov 3 '15 ip: 139.218.216.110

Name: Paul

Title: Paul Clayton

Organization/Artist Name: SUBDFUZE

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”7...aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:10

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?c=ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Wayne Zaccheus Bacchus

Signature:

Name: Wayne Zaccheus Bacchus

Title: Gospel reggae and Soca artist

Organization/Artist Name: Zaccheus

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 http://music.us/board/
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Matthew Smith

Signature: smith_2211@hotmail.com, Nov 3 '15 ip: 172.56.16.25

Name: Matthew smith

Title: Mr

Organization/Artist Name: Necromancers

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6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392
9 CPE Guidelines, Pg.22, Pg.3
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: susan-dirks@uiowa.edu, Nov 3 '15 ip: 128.255.134.166

Name: Susan Dirks

Title: Susan

Organization/Artist Name: Greg and Susan Dirks

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;\(^2\)

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^4\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^5\)


\(^3\) [http://music.us/events](http://music.us/events)

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8 https://gltresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392


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14 https://gldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

15 http://music.us/board/

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\textsuperscript{18} See DotMusic MPCIDRP at 
\url{http://www.adrforum.com/RegistrySpec} and 
\url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: baz@dufftown.net, Nov 3 '15 ip: 86.137.46.245

Name: Baz Brennan
Title: Mr
Organization/Artist Name: BarryTones

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: lpkdagroupie@gmail.com, Nov 3 '15 ip: 41.57.19.67

Name: pule joseph
Title: mokone
Organization/Artist Name: LpkDaGroupie

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who ‘demonstrate active commitment, practice and reporting.’ This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature:  
Name: Steve Miller
Title: Mr. Steve Miller
Organization/Artist Name: Steve Miller

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NiRocc Da RoccStar General

Signature:

Name: BYRON Lincoln

Title: Ceo

Organization/Artist Name: NiRocc Da RoccStar General

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

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\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?tt:ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: ccortesleon@gmail.com, Nov 3 '15 ip: 94.246.49.94

Name: Carlos Cortes Leon

Title: productor

Organization/Artist Name: Voces del Sur

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;2

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.5

4. is the only .MUSIC applicant without a formal Community Objection filed against it;6

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 18a and 20c
3 http://music.us/events
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self-identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

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7 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
10 http://music.us/expert/letters
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14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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19 http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

MGonzales

Signature: zawles@gmail.com, Nov 3 '15  ip: 104.204.114.231

Name: Matthew Gonzales

Title: Recording Artist

Organization/Artist Name: Zawles

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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http://www.afilias.info/about-us

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Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature:  pdot69@live.ca, Nov 3 '15  ip: 99.235.156.156

Name: Paola Vena
Title: Singer/Songwriter/composer
Organization/Artist Name: Msp.P w D'RYDMZ

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”\(^9\) that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;\(^10\)

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\(^7\) The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community,” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

\(^8\) https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


\(^10\) http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: alessandro_azara@hotmail.com, Nov 3 '15  ip: 91.253.3.128

Name: Alessandro Azara

Title: Sir

Organization/Artist Name: Almuzura

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg. 2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^{12}\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^{13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^{14}\)) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^{15}\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^{16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\(^{13}\) Nielsen / Harris Poll, Quick Query Q3505, [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf)

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\(^{14}\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392), 20a

\(^{15}\) [http://music.us/board/](http://music.us/board/)

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Maddy Sacks

Name: Madeline Sacks
Title: Madeline Sacks
Organization/Artist Name: Madeline Sacks

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings.

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.

4. is the only .MUSIC applicant without a formal Community Objection filed against it.

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
3 http://music.us/events
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string:

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\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/en/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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19 http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application\(^1\)

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: guitarwizard4@gmail.com, Nov 3 ’15  ip: 75.162.138.77

Name: John Martin
Title: John Martin
Organization/Artist Name: John Martin

\(^1\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: 

Name: Jeff Cali
Title: Vocalist/Writer
Organization/Artist Name: Munkie Gunn

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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\item \textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

\item \textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

\item \textsuperscript{15} http://music.us/board/

\item \textsuperscript{16} https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf, Pg.3
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature: Paul Francis
Name: Paul Francis
Title: Mr
Organization/Artist Name: FRANMAN

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Damon Foreman
Title: CEO
Organization/Artist Name: DFMA

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 18a and 20c
³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
⁵ [http://music.us/supporters](http://music.us/supporters) and [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392)
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members.” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string.

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: [Signature]

Name: Antonio Rosario
Title: Mr.
Organization/Artist Name: Break The Atmosphere

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\(^\text{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

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John Jeffrey, ICANN General Counsel; and
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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Ella Jackson
Title: Gospel Artist
Organization/Artist Name: Evangelist Ella Jackson

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and [amateur] stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has 	extbf{enhanced safeguards} to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\(^\text{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^\text{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) http://www.afilias.info/about-us

\(^{20}\) https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: debramannmusic@me.com, Nov 3 '15

Name: Debra Mann

Title: Artist

Organization/Artist Name: Debra Mann

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:10

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Pro cess_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Nigel Speas

Signature:  checkman1184@gmail.com, Nov 3 '15  ip: 172.56.26.177

Name: Nigel Speas

Title: Ceo

Organization/Artist Name: Crown and Throne Production /Nyke Tha Checkman

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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14 Fielding Period: August 7-11, 2015, Pg. 1,2,3
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\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: davidgarlandii@gmail.com, Nov 3 '15 ip: 75.89.204.80

Name: David Garland

Title: Artist

Organization/Artist Name: Mista "O"

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;  

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community,” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg. 2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^{12}\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^{13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^{14}\)) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^{15}\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^{16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\(^{11}\) According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, [http://merriam-webster.com/dictionary/substantial](http://merriam-webster.com/dictionary/substantial), Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See [http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm](http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm)). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


\(^{13}\) Nielsen / Harris Poll, Quick Query Q3505, [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf)

Fielding Period: August 7-11, 2015, Pg. 1,2,3


\(^{15}\) [http://music.us/board/](http://music.us/board/)

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: John Harney

Title: Artist/Musician/Technologist

Organization/Artist Name: JHUnlimited L.L.C.

1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;²

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,³ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁴

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁵

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15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: j.navia8@gmail.com, Nov 3 '15
Name: Jorge Navia
Title: Singer/Songwriter
Organization/Artist Name: Spanglish Productions

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r=ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: dfydreggae@gmail.com, Nov 3 ‘15 ip: 172.56.30.80

Name: Sipulieni Makihele
Title: Singer
Organization/Artist Name: Diversifyd

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https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.\(^2\)

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^6\)

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\(^3\) [http://music.us/events](http://music.us/events)

\(^4\) For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).


\(^6\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string.

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types.

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

**Re: Support for .MUSIC Community-based Application**

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

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Signature: Dustin Simpson  
Name: Dustin Simpson  
Title: Musician  
Organization/Artist Name: Decay and the Retribution

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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13 Nielsen / Harris Poll, Quick Query Q3505, [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf)

14 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392), 20a

15 [http://music.us/board/](http://music.us/board/)

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\textsuperscript{19} See Afilias at http://www.afilias.info/about-us

\textsuperscript{20} See ICANN at https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: tflvver@hotmail.com, Nov 3 '15 ip: 71.208.34.101

Name: T Valladares

Title: Singer Songwriter

Organization/Artist Name: T Valladares

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;  

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.  

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/1392?t:ac=1392, 18a and 20c
3 http://music.us/events
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity; significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: briemusic@netscape.net, Nov 3 '15 ip: 173.183.80.134

Name: Brigitte Demeter
Title: Independent musician
Organization/Artist Name: Brigitte

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;¹

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;²

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFCACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² [http://music.us/events](http://music.us/events)

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8 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
\textsuperscript{14} http://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
\textsuperscript{15} http://music.us/board/
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14. has partnered with Afilias, \textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t=ac=1392}
Re: Support for .MUSIC Community-based Application\(^1\)

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: SYLWESTER ROZMUS  
Title: Mr  
Organization/Artist Name: Rozmus Records/ Super ride

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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17 Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
19 http://www.afilias.info/about-us
Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

**Re: Support for .MUSIC Community-based Application**¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Tyler Larson
Name: Tyler Larson
Title: Performer, producer, & songwriter
Organization/Artist Name: Tyler Larson

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¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t=ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?act=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
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DeAndre DeBose

Signature: rosky48@gmail.com, Nov 4 '15 ip: 97.87.202.238

Name:  DeAndre DeBose

Title:  Ceo engineer artist

Organization/Artist Name:  Concreet Rec. DeBo Brown

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14 Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
16 http://music.us/board/
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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}
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quinton watson

Signature: measy914@gmail.com, Nov 4 '15 ip: 107.77.160.42

Name: quinton watson

Title: artist/producer/songwriter

Organization/Artist Name: M.Easy

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

1\textsuperscript{1} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

1\textsuperscript{2} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

1\textsuperscript{3} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

1\textsuperscript{4} http://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

1\textsuperscript{5} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: comobrothersband@yahoo.com, Nov 4 ’15 ip: 69.114.53.217

Name: Matt Como

Title: Bass Player

Organization/Artist Name: The Como Brothers Band / Como Brothers Band / Como Brothers

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.

4. is the only .MUSIC applicant without a formal Community Objection filed against it;

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature:  comobrothersband@gmail.com, Nov 4 '15 ip: 69.114.53.217

Name: Andrew Como

Title: Guitar player

Organization/Artist Name: The Como Brothers Band / Como Brothers Band / Como Brothers

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James F. Miller Sr.

Name: James F. Miller Sr.

Title: Owner/Founder

Organization/Artist Name: House of Representativs Ent.

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⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\(^\text{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^\text{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name:  SHANE PARRY
Title:  MR
Organization/Artist Name:  THE GODDESS

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

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\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
\textsuperscript{15} http://music.us/board/
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14. has partnered with Afilias, \textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: mistybluemusic@gmail.com  Nov 4 '15  ip: 184.32.9.44

Name: Linda Marie Noyes

Title: Musician, Composer, Arranger, Singer-Songwriter, Recording Artist, Producer, Publisher

Organization/Artist Name: LINDA NOYES

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI\(^4\), FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^6\)


\(^3\) [http://music.us/events](http://music.us/events)

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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13 Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392, 20a
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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application\textsuperscript{1}

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: stephen rufty
Title: Dj composer remixer
Organization/Artist Name: Dazzboomer

\textsuperscript{1} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392}, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;  

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;  

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.  

4. is the only .MUSIC applicant without a formal Community Objection filed against it;  

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c  
3 http://music.us/events  
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).  
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[members of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^\text{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^\text{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\(^\text{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^\text{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  pagan-za@live.co.uk, Nov 4 '15 ip: 41.164.184.50

Name: Ashley Young

Title: Mr

Organization/Artist Name: Pagan-za

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?&ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁵ http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?&ac=1392
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7. The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members;” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.


8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1,562 out of 2,084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and businesses that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
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\textsuperscript{15} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a
\textsuperscript{16} \url{http://music.us/board/}
\textsuperscript{17} \url{https://www.icann.org/en/system/files/briefing-materials-2-05feb14-en.pdf}, Pg.3
email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Daniel COMBET
daniel@nokeenenterprise.com, Nov 4 '15  ip: 88.186.3.93

Name: Daniel COMBET
Title: Composer
Organization/Artist Name: No Keen Enterprise

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
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6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”\(^7\)…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”\(^8\)

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”\(^9\) that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;\(^10\)

\(^7\) The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

\(^8\) \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a


\(^10\) \url{http://music.us/expert/letters}
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCI\textsuperscript{2}DRP at http://www.adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Kai Ojala
Name: Kai Ojala
Title: producer
Organization/Artist Name: Ambeyond

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^{12}\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^{13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^{14}\)) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^{15}\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^{16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\(^{13}\) Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

\(^{14}\) Fielding Period: August 7-11, 2015, Pg. 1,2,3

\(^{15}\) https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?at=en, 20a

\(^{16}\) http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Kevin Oriol

Name: Kevin Oriol

Title: Musician

Organization/Artist Name: Oriol Music Publishing

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^4\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^5\)


\(^3\) [http://music.us/events](http://music.us/events)

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: connie taylor

Name: connie taylor

Title: music producer

Organization/Artist Name: muzicboy beats

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;  

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;  

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.  

4. is the only .MUSIC applicant without a formal Community Objection filed against it;  

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/1392?ac=1392, 18a and 20c  
3 http://music.us/events  
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).  
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}
\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a
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email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\(^{19}\) http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: Kimberly Massey

Title: Pop

Organization/Artist Name: Kimistry

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  Dj Govind

Name:  Govind Dangi

Title:  Dj Govind Patel

Organization/Artist Name:  Dj Govind Patel

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must **certify** their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to **legal, music-related content and activities** and not allowing parking pages;

13. commits to implement both **proactive and reactive enforcement measures**, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with **appropriate appeals mechanisms** to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias\(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is **accountable to the global Music Community through its Public Interest Commitments**\(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  crm326@gmail.com, Nov 4 '15  ip: 74.192.60.33

Name:  Courtney Morgan

Title:  President

Organization/Artist Name:  Hop Records/Grand Police

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;¹

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;²

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,² FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.³

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

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15 http://music.us/board/

email authentication _verification process_; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: nataliazschafer@gmail.com, Nov 4 '15  ip: 50.206.48.250

Name: Natalia Schafer

Title: Miss.

Organization/Artist Name: Natalia Schafer

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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14 http://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Andersen Silva

Signature: andysilva@mac.com, Nov 4 '15 ip: 108.162.38.131

Name: Andersen Silva

Title: singer/songwriter

Organization/Artist Name: Andersen Silva

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailed .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: raybrod67@gmail.com, Nov 4 '15  ip: 81.149.223.133

Name: Ray Brodrick
Title: Mr
Organization/Artist Name: The Everglows

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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19 http://www.afilias.info/about-us

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Signature:  
Name: Shukri Hartwell  
Title: Chief executive officer  
Organization/Artist Name: Bos Life Entertainment/Gas up huncho

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: rchaudhuri@gmail.com, Nov 4 ’15  ip: 202.134.145.238

Name: Ravikant
Title: Hip hop/rap
Organization/Artist Name: HASH

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3
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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: jonpenn101@hotmail.co.uk, Nov 4 '15 ip: 213.249.141.130

Name: Jonathan Penn
Title: Mr
Organization/Artist Name: Jon Penn

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ IFM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ta=1392, 20a

15 http://music.us/board/

email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\(^\text{19}\) http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;  
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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: Juke Early  
Title: songwriter  
Organization/Artist Name: HomePlate Music

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10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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17 Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
19 [http://www.afilias.info/about-us](http://www.afilias.info/about-us)
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: telecasterron@hotmail.com, Nov 3 '15  ip: 174.243.77.242

Name: ron tramel

Title: Lead Guitar

Organization/Artist Name: The KATZ , Ron Tramel (telecasterron)

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the CommunityPriority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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13 Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3


15 http://music.us/board/

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”): 

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: Brian Livingston

Title: Owner of B Michael L Promotions and B Michael L Music (digital music publishing)

Organization/Artist Name: B Michael L Promotions

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\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehade, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

______________________________
Ralph T. Carver

Signature: tcgibson91@att.net, Nov 4 '15  ip: 99.185.48.245

Name: Ralph T. Carver
Title: Guitarist
Organization/Artist Name: Demons Within

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC meets the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string.

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string.

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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15 http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and 
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  wfyt11@gmail.com, Nov 4 '15  ip: 95.23.235.8

Name: WiFi Yi Tong

Title: Singer/Songwriter Music Entertainment Artist

Organization/Artist Name: WiFi Yi Tong

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 18a and 20c
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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders.”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  deuceellis@gmail.com, Nov 4 '15  ip: 107.107.57.249

Name: Dellian Sharp
Title: Artist
Organization/Artist Name: Deuce Ellis

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: aireonb@gmail.com, Nov 4 '15

Name: Aireon  D Brown

Title: Aire B aka Aire MaXx

Organization/Artist Name: AireMaXxMusic–Bizzy B ENT

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

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\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Tracy Taylor
davistracy2004@yahoo.com, Nov 4 ’15 ip: 73.158.70.100

Name: Tracy Taylor
Title: Independent Artist
Organization/Artist Name: Lynn:Chaste

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392
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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  jeff.williams1347@comcast.net, Nov 4 ’15 ip: 98.223.205.141

Name: Jeff Williams

Title: Musician

Organization/Artist Name: China Ryder

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The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg. 2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.


8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Paul Hulm
Title: Mr
Organization/Artist Name: Paul Hulm

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;¹

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

² http://music.us/events

³ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI's activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).


⁵ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Billy Pryce

Name: William Pryce
Title: Mr
Organization/Artist Name: Billy Pryce

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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² [http://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](http://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392) 18a and 20c
³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
⁵ [http://music.us/supporters](http://music.us/supporters) and [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392)
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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community,” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Devon Alston

Signature: cmdcub@gmail.com, Nov 4 '15 ip: 73.33.231.225
Name: Devon Alston
Title: Rap artist
Organization/Artist Name: C.U.B

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination; 

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.

4. is the only .MUSIC applicant without a formal Community Objection filed against it;

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members.” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04.14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf} Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

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email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\(^\text{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^\text{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^\text{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^\text{19}\) http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: Ian Ridenhour

Title: Bandleader

Organization/Artist Name: Ian Ridenhour

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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19 http://www.afilias.info/about-us

Re: Support for .MUSIC Community-based Application¹

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Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: jeff bice  
Title: founder  
Organization/Artist Name: Voodoo Down

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\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias\(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: Troy Patterson

Title: Mr.

Organization/Artist Name: Set to Flames

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories.” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, [http://merriam-webster.com/dictionary/substantial](http://merriam-webster.com/dictionary/substantial), Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See [http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm](http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm)). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


15. [http://music.us/board/](http://music.us/board/)

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
\textsuperscript{19} http://www.afilias.info/about-us
\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Eddie Biljan
Name: Eddie Biljan
Title: Guitarist/ Label owner
Organization/Artist Name: Set Down Records/ No Withdraw

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

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\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Arema Arega

Name: Arema Arega

Title: Señora

Organization/Artist Name: Arema Arega

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^\text{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^\text{12}\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^\text{13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^\text{14}\)) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^\text{15}\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^\text{16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\(^{11}\) According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


\(^{13}\) Nielsen / Harris Poll, Quick Query Q3505. http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\(^{14}\) https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

\(^{15}\) http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: tearsofolympus1@gmail.com, Nov 4 ’15 ip: 166.170.30.255

Name: Matt Jenkins

Title: Guitarist, back up singer, bookings, manager, Art director

Organization/Artist Name: Tears Of Olympus

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;\(^2\)

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^4\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^5\)

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\(^2\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392)\(^4\) 18a and 20c

\(^3\) [http://music.us/events](http://music.us/events)

\(^4\) For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).


\(^6\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment7…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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15 http://music.us/board/
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14. has partnered with Afilias, \textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;  
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Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Wayne Muller

Name: Wayne Muller
Title: Writer / Musician
Organization/Artist Name: Wayne T Muller

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;2

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.5

4. is the only .MUSIC applicant without a formal Community Objection filed against it;6

2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 18a and 20c
3 http://music.us/events
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

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14 Fielding Period: August 7-11, 2015, Pg. 1,2,3
16 http://music.us/board/
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\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Dr. Steve Crocker, Chairman of the ICANN Board;  
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):  

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: Victor A. Simpson
Title: Managing Director
Organization/Artist Name: Nubeat Entertainment Limited

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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\(^5\) [http://music.us/supporters](http://music.us/supporters) and [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392)

\(^6\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community.” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11\(^{1}\) According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, [http://merriam-webster.com/dictionary/substantial](http://merriam-webster.com/dictionary/substantial), Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” as “significantly more than the majority” (See [http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm](http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm)). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


13\(^{1}\) Nielsen / Harris Poll, Quick Query Q3505, [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf)

14\(^{1}\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 20a

15\(^{1}\) [http://music.us/board/](http://music.us/board/)

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  nchwarz3y@gmail.com, Nov 4 '15  ip: 199.79.112.40

Name: Jessica Kirkwood

Title: RN; Singer

Organization/Artist Name: Jessica Black

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;\(^2\)

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^6\)

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\(^2\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 18a and 20c

\(^3\) [http://music.us/events](http://music.us/events)

\(^4\) For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).

\(^5\) [http://music.us/supporters](http://music.us/supporters) and [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392)

\(^6\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg. 2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?tc=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^\text{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^\text{12}\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^\text{13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\(^\text{14}\) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^\text{15}\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^\text{16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\(^{11}\) According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, [http://merriam-webster.com/dictionary/substantial](http://merriam-webster.com/dictionary/substantial), Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See [http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm](http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm)). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


\(^{13}\) Nielsen / Harris Poll, Quick Query Q3505, [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf) Fielding Period: August 7-11, 2015, Pg. 1,2,3

\(^{14}\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 20a

\(^{15}\) [http://music.us/board/](http://music.us/board/)

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
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John Jeffrey, ICANN General Counsel; and
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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  jianalyriccolorartura@gmail.com, Nov 4 '15  ip: 162.196.47.68

Name:  Jiana Wessel

Title:  Ms.

Organization/Artist Name:  Jiana Wessel

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¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Handel McNeish

Signature:  regdanstra@gmail.com, Nov 4 ’15  ip: 172.56.5.43

Name: Handel McNeish
Title: President
Organization/Artist Name: Sons of Mystro

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jimmy Sullivan

Name: Jimmy Sullivan
Title: Mr.
Organization/Artist Name: STATE.of.CONFUZUN

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: Albert Joseph Gleese, Jr.

Title: composer

Organization/Artist Name: ASCAP

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6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
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6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg. 2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types; 

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


15 http://music.us/board/

email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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17 Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
19 http://www.afilias.info/about-us
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Isaiah Avery

Name: Isaiah Avery

Title: Indyfire

Organization/Artist Name: Indyfire

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;  

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;  

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.  

4. is the only .MUSIC applicant without a formal Community Objection filed against it;  

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3. [http://music.us/events](http://music.us/events)  
4. For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).  
6. A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?r:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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19 [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  glycontanatus@gmail.com, Nov 4 ’15  ip: 175.98.248.28

Name:  Disfleshedy

Title:  disfleshedy

Organization/Artist Name:  Disfleshedy

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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Fielding Period: August 7-11, 2015, Pg. 1,2,3


15 http://music.us/board/

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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

**Re: Support for .MUSIC Community-based Application**¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Marc Laflamme

Signature: ventudson@gmail.com, Nov 4 '15 ip: 95.92.217.41

Name: Marc Laflamme

Title: Composer Music Educator

Organization/Artist Name: Marc Laflamme

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¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment⁷…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”⁸

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”⁹ that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;¹⁰

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⁷ The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community,” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg. 2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

⁸ https://gtldresult.icann.org/application-
result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

process-07aug14-en.pdf, Pg.3

¹⁰ http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world's second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Darnell Johnson

Signature:  darnelljohnson36.dj@gmail.com, Nov 4 '15  ip: 166.175.186.29

Name:  Darnell Johnson

Title:  Music Producer/Artist

Organization/Artist Name:  TSEWDIM ENTERTAINMENT/D~BOY

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Cindy Teixeira

Signature: fallstreakmusic@gmail.com, Nov 4 ’15 ip: 50.197.93.89

Name: cindy teixeira

Title: manager/promotor

Organization/Artist Name: FallStreak

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13 http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3


15 http://music.us/board/

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: Wade R Uglem

Title: Musician

Organization/Artist Name: The Cellar Kings

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;¹

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;²

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,³ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁴

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁵

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¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392
² http://music.us/events
³ http://music.us/supporters
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁵ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392

A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?at:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application\(^1\)

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: Peter G Last
Title: Mr
Organization/Artist Name: PeterTheLast

\(^1\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;¹

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² [http://music.us/events](http://music.us/events)

³ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).


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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Daniel Bevin
Title: Artist
Organization/Artist Name: Good Rockin' Dan

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  John Sorrentino

Name:  John Sorrenitno

Title:  Producer

Organization/Artist Name:  T3RBO

¹  https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community.” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: stacismithmusic@gmail.com, Nov 4 '15 ip: 96.58.98.219

Name: Staci Smith

Title: musician/artist

Organization/Artist Name: Staci Smith

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Signature:  cwodallldesign@gmail.com, Nov 4 ’15 ip: 166.170.30.255

Name: Chris Woodall
Title: Trumpet player / designer
Organization/Artist Name: Super Heavy Duty

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  Harrold S Roberts
Name:  Harrold S Roberts
Title:  C.E.O
Organization/Artist Name:  Mac Muscles/ascap

---

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

SoldierBlue Blue

Signature:  soldierblue04@gmail.com, Nov 4 '15 ip: 74.30.80.46

Name: SoldierBlue Blue

Title: Mr.

Organization/Artist Name: Reverbnation

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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14) Fielding Period: August 7-11, 2015, Pg. 1,2,3
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Mark Joseph Parsons

Signature:

Name: Mark Joseph Parsons

Title: Artist/Musician/Songwriter

Organization/Artist Name: MarkJoseph (Lennons-idol)

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination; ²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings; ³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, ⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others. ⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it; ⁶

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³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members;” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\footnotesize{\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

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\textsuperscript{15} \url{http://music.us/board/}

\textsuperscript{16} \url{https://www.icann.org/en/system/files/briefing-materials-2-05feb14-en.pdf}, Pg.3}
email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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19 http://www.afilias.info/about-us

20 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: Gregory Pellegrino

Title: Owner, Independent Artist

Organization/Artist Name: Pilgrim's Way

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Signature:  

Name: Bobby Dee

Title: Nashville Recording Artist

Organization/Artist Name: Bobby Dee

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392}
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Pen eleapaí
Title: singer songwriter activist artist
Organization/Artist Name: Good Medicine with Peneleapaí

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \texttt{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \texttt{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

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\textsuperscript{15} \texttt{http://music.us/board/}

\textsuperscript{16} \texttt{https://www.icann.org/en/system/files/briefing-materials-2-05feb14-en.pdf,}\texttt{Pg.3}
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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: kfh7dotcom@gmail.com, Nov 4 '15 ip: 50.153.232.11

Name: Kristi Heaton
Title: Proprietor
Organization/Artist Name: Kristi Heaton Music

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: scott@scottbakermusic.com, Nov 4 '15  ip: 68.188.176.163

Name: Scott Baker

Title: Songwriter/musician

Organization/Artist Name: BMI

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community.” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?at=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: Carson Wolfe

Title: Musician

Organization/Artist Name: Vincent Draper

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited
Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment7…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Shawn foster

Signature:  clevelandoldman216@gmail.com,  Nov 4 '15  ip: 96.25.80.36

Name: Shawn foster

Title: Ultimatetist

Organization/Artist Name: Shawn Casanova

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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19 http://www.afilias.info/about-us

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: info@hudsonvalleyharpist.com, Nov 4 '15 ip: 66.108.27.173

Name: Margaret Sneddon

Title: Harpist

Organization/Artist Name: Harpist, Margaret Sneddon

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types; 

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

13 Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
\textsuperscript{19} http://www.afilias.info/about-us
\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Lawrence G. Smith

Singer Songwriter

Outback studio Retired Inst TECT

Organization/Artist Name: Singer Songwriter

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392}, 20a

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email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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http://www.afilias.info/about-us
Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature:  

Name: Dan Roark

Title: Owner

Organization/Artist Name: Chasing After Wind Publishing/Dan Roark

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://wwwafilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: James Thomas

Title: Mr.

Organization/Artist Name: Jay Tizz aka Yung Tizzle

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: [...] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature: norma d hernandez

Name: norma hernandez
Title: singer
Organization/Artist Name: Luminara

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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Nicholas Cabrera

Signature: donroyal3000@yahoo.com, Nov 4 ’15  ip: 128.123.226.234

Name: Nicholas Cabrera

Title: Artist

Organization/Artist Name: Tha Donz

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: too2depmoneymuzikk@gmail.com, Nov 4 '15 ip: 70.190.122.217

Name: Too2Deep

Title: Spoken Word Artist

Organization/Artist Name: Money Muzikk Digital Recording Label

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.⁷

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: [Signature]

Name: Amber-Nicole Watty

Title: Singer

Organization/Artist Name: The Broken Dolls

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¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.5

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19 http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Don Landry

Name: Don Landry

Title: Mr.

Organization/Artist Name: Don Landry

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members.” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: [...] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ta=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\(^ {18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^ {19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^ {20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) http://www.afilias.info/about-us

\(^{20}\) https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Kiara Jack
Title: kiarajack@kiarajack.com
Organization/Artist Name: Kiara Jack

1 https://gtldresult.icann.org/application-result/applicationstatus,applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;\(^2\)

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^6\)

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\(^2\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 18a and 20c

\(^3\) [http://music.us/events](http://music.us/events)

\(^4\) For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).

\(^5\) [http://music.us/supporters](http://music.us/supporters) and [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392)

\(^6\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”7…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music“\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: ibeasinger@hotmail.com, Nov 4 '15 ip: 24.206.68.40

Name: Dena Taylor

Title: Musician

Organization/Artist Name: Dena Taylor Music

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;  

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.  

4. is the only .MUSIC applicant without a formal Community Objection filed against it;  

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 18a and 20c  
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4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).  
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392


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\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

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19 [http://www.afilias.info/about-us](http://www.afilias.info/about-us)
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Ty Smith

Signature: tytus81@yahoo.com, Nov 4 ’15  ip: 208.54.40.230

Name: Ty Smith
Title: Artist
Organization/Artist Name: LOXSMITH ENTERTAINMENT

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;¹

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;²

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,³ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁴

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁵

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³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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\[7\] The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}
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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\textsuperscript{19} http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: mrmusic1983@gmail.com, Nov 4 '15 ip: 73.216.215.24

Name: Jonathan J-EVA Chambers

Title: Owner/Artist

Organization/Artist Name: Till The Death Of Me Records LLC

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

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Signature:

Name: Dr. Karen L. Thomas

Title: Artist

Organization/Artist Name: Komposer MD 9TH Eye in The Quad Productions

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?\.ac=1392, 20a

15 http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: beatzby40@gmail.com, Nov 4 '15 ip: 97.81.61.254

Name: Antonio Burns

Title: Producer

Organization/Artist Name: Dee Forthy

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-status/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^\text{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^\text{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: dia_tribe@yahoo.com, Nov 4 '15 ip: 71.86.91.230

Name: Bryan c osborne

Title: Mr

Organization/Artist Name: 5 Head Kickplate

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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8 [Link](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 20a


10 [http://music.us/expert/letters](http://music.us/expert/letters)
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (‘EIU’):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: justinelkind@gmail.com, Nov 4 '15 ip: 161.221.87.4

Name: justin wayne elkins

Title: singer

Organization/Artist Name: Queen Anne's Revenge

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg. 2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\footnote{According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\footnote{\url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}}) and associated with the identification of the community defined. Most people, 1,562 out of 2,084 (i.e. 75\% of the respondents) responded “Yes.”\footnote{Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf} Fielding Period: August 7-11, 2015, Pg. 1,2,3} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\footnote{\url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392}, 20a}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\footnote{\url{http://music.us/board/}}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\footnote{\url{https://www.icann.org/en/system/files/briefing-materials-2-05feb14-en.pdf}, Pg.3} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Ken Markham
Name: Ken Markham
Title: o/o
Organization/Artist Name: all earth services

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment⁷…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”⁸

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”⁹ that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;¹⁰

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⁶ The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members.” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

N.p. shilenge

Signature: n.p.shilenge@gmail.com, Nov 4 '15 ip: 197.77.182.192

Name: Nokwethemba Shilenge

Title: Miss

Organization/Artist Name: Nokss Shilenge

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;²

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,³ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁴

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14 https://gtldresult.icann.org/application-result?applicationstatus=applicationdetails:downloadapplication/1392?ac=1392, 20a
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\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Steve Hendren

Name: Steve Hendren
Title: Keyboardist
Organization/Artist Name: Bluez Shadow Band

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.5

4. is the only .MUSIC applicant without a formal Community Objection filed against it;6

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector's interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: [...] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See https://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


14 Fielding Period: August 7-11, 2015, Pg. 1,2,3

15 https://gtdresult.icann.org/application-results/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392, 20a

16 http://music.us/board/

email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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17 Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


19 http://www.afilias.info/about-us

20 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?c=ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: William paige
Title: Rapper
Organization/Artist Name: Birdman

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
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19 http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

kenneth m. folcik

Signature: alt43songer@gmail.com, Nov 4 '15 ip: 50.154.2.66

Name: kenneth m. folcik

Title: singer/songwriter

Organization/Artist Name: alt43

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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\(^3\) [http://music.us/events](http://music.us/events)

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  zoliartemotica@yahoo.com,  Nov 4 '15  ip: 70.208.7.50

Name:  Rev. Dr. Zoli Althea Browne

Title:  owner

Organization/Artist Name:  ZoliArt Companies LLC

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members;” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^ {12}\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^ {13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^ {14}\)) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^ {15}\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^ {16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\(^{11}\) According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, [http://merriam-webster.com/dictionary/substantial](http://merriam-webster.com/dictionary/substantial), Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See [http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm](http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm)). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


\(^ {13}\) Nielsen / Harris Poll, Quick Query Q3505, [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf)


\(^ {15}\) [http://music.us/board/](http://music.us/board/)

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}
\textsuperscript{19} \url{http://www.afilias.info/about-us}
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Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Donald Williams (DC Calified)
dcwwestcoastmusic@gmail.com, Nov 4 ’15 ip: 172.56.17.246

Signature:

Name: Donald Williams Jr
Title: Rap Artist, Producer
Organization/Artist Name: DC Calified

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application "has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed" i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

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15) http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: warrneproject@gmail.com, Nov 4 '15 ip: 50.46.211.101

Name: Mark Quinn Warren

Title: DrMorq

Organization/Artist Name: Warren Project

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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Fielding Period: August 7-11, 2015, Pg. 1,2,3


15 http://music.us/board/

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Tom Blackburn
Title: Mr.
Organization/Artist Name: Tom Blackburn

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories that are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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15 http://music.us/board/

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Signature: jackie@jackiearredondo.com, Nov 4 '15 ip: 71.229.104.191

Name: jackie arredondo

Title: artist

Organization/Artist Name: 5th Queen records

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http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature: hponder@ponderconsulting.com, Nov 5 '15  ip: 98.243.193.253

Name: Harmonie Ponder

Title: Musicianm

Organization/Artist Name: Harmonie Ponder

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11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments \(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
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Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

**Re: Support for .MUSIC Community-based Application**¹

Dear ICANN and Economist Intelligence Unit ("EIU"):  

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: [signature]

Name: **virgilio gamba**

Title: **amor**

Organization/Artist Name: **virgilio**

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¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?=ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self-identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{12} \texttt{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \texttt{http://music.us/nielsen-harris-poll.pdf}
\textsuperscript{14} \texttt{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a
\textsuperscript{15} \texttt{http://music.us/board/}
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias\textsuperscript{19}, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}.

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: clint@philamediaco.com, Nov 5 '15  ip: 73.13.90.234

Name: Clint Rosario

Title: Frontman

Organization/Artist Name: Remember, Red

https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited
Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;¹

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;²

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,³ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁴

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¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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³ http://music.us/supporters ⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392\?ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

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14 Fielding Period: August 7-11, 2015, Pg. 1,2,3
16 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t=ac=1392}
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Ben L Cerise

Name: Ben L Cerise
Title: Owner
Organization/Artist Name: Hageman Builders

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Joshua K.

Name: Joshua K.

Title: Mr.

Organization/Artist Name: J. Tomic

---

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶


³ [http://music.us/events](http://music.us/events)

⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).


⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?tt:ac=1392, 20a
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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^{12}\) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^{13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^{14}\)) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^{15}\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^{16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\(^{13}\) Nielsen / Harris Poll, Quick Query Q3505, [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf)

\(^{14}\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?at=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?at=1392), 20a

\(^{15}\) [http://music.us/board/](http://music.us/board/)

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\textsuperscript{19} http://www.afilias.info/about-us

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Christine Willet, ICANN Vice-President of gTLD Operations;  
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Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  philliplollar@hotmail.com, Nov 5 '15 ip: 96.31.208.138

Name: Phillip E. Lollar

Title: Mr.

Organization/Artist Name: Blured Speech

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: bochi.andrea@gmail.com, Nov 5 '15 ip: 151.55.143.85

Name: Andrea Bochi

Title: Mr

Organization/Artist Name: Methedras

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;  

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;  

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.  

4. is the only .MUSIC applicant without a formal Community Objection filed against it;  

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c  
3 http://music.us/events  
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).  
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders’’;

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

8. The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

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7 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
9 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}).

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf} Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{19} http://www.afilias.info/about-us

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Signature:  

Name: Dave Nicholls  

Title: Mr  

Organization/Artist Name: Dave Nicholls Music

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Signature:

Stefan Boeykens

Name: Stefan Boeykens

Title: independent artist

Organization/Artist Name: stefkeB

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\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Abhijit Bose.

Signature: jhuppa@yahoo.com, Nov 5 '15 ip: 203.171.247.50

Name: Abhijit Bose
Title: Owner
Organization/Artist Name: Deenga

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited
Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: hapsepublika@gmail.com, Nov 5 '15 ip: 62.28.172.34

Name: Zeferino Carlos dos Reis Santos

Title: Musician

Organization/Artist Name: HASTE PUBLIKA

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

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8 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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\textsuperscript{18} See DotMusic MPCI\textsuperscript{DRP} at http://www adrforum.com/RegistrySpec and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: Ian Williams

Title: Mr

Organization/Artist Name: Broken Ring (Band)

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

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10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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14 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

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Signature: aclittlerunaway@yahoo.com, Nov 5 '15  ip: 162.226.229.123

Name: Andrew covell

Title: Solo artist and band leader (guitarist/vocalist)

Organization/Artist Name: Littlerunaway bryde

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Keith Corner

Signature: kczaa342@gmail.com, Nov 5 '15  ip: 82.10.157.143

Name: Keith Corner

Title: Mr

Organization/Artist Name: Keith Corner

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19 http://www.afilias.info/about-us

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Signature: Alex

Name: Alex

Title: Mr.

Organization/Artist Name: DJ-Haxor

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Eugene Bujak

Name: Eugene
Title: Mr.
Organization/Artist Name: HMage

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁴

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^\text{16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\(^{13}\) Nielsen / Harris Poll, Quick Query Q3505, [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf)


\(^{15}\) [http://music.us/board/](http://music.us/board/)

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\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

- 

Signature: tatiowen@bigpond.com, Nov 5 '15 ip: 121.211.103.200

Name: Patto williams

Title: Mr

Organization/Artist Name: What8was4

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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\(^5\) [http://music.us/supporters](http://music.us/supporters) and [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392)

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gltresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: Jeremy Bendy
Title: Mr.
Organization/Artist Name: Jeremy Bendy

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string.

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  michaelvondracek@hotmail.com, Nov 5 '15 ip: 72.186.212.1

Name: Michael Vondracek

Title: music educator

Organization/Artist Name: klavier studio

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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⁵ http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails;downloadattachment/142588?ac=1392
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ae=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and businesses that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?c=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

**Re: Support for .MUSIC Community-based Application**\(^1\)

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

![Signature](ryanmaskdivine@gmail.com, Nov 5 '15  ip: 98.19.191.42)

**Signature:**

Name: **Ryan Jackson**

Title: **Artist**

Organization/Artist Name: **Ryan Jackson**

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\(^1\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

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² [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392#ac=1392], 18a and 20c
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^\text{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^\text{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Ines goncalves

Name: Ines goncalves
Title: Rafaela
Organization/Artist Name: Ines

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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8 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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15 http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?c=ac=1392}
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Samuel Alexandre

Signature:  

Name: Samuel Alexandre

Title: Independent Artist

Organization/Artist Name: 305fresh

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

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\(^2\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 18a and 20c

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\(^5\) [http://music.us/supporters](http://music.us/supporters) and [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392)

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Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature: media@lealongo.com, Rev 5 '15 sp: 173.176.213.82

Name: lea longo

Title: singer

Organization/Artist Name: sweet life music

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailed Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” as “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Sarah E. Ross

Signature: srrcrom@gmail.com, Nov 4 ‘15   ip: 66.87.74.87

Name: Sarah E. Ross

Title: Miss

Organization/Artist Name: Sarah Ross Da Boss

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

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\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Christopher Jones

Signature: cmentboot01@gmail.com, Nov 4 ’15 ip: 98.24.244.220

Name: Christopher Jones
Title: C.E.O
Organization/Artist Name: Cment Boot Music Group

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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13 Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3


15 http://music.us/board/

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15. is accountable to the global Music Community through its Public Interest Commitments \(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^\text{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\(^\text{18}\) See DotMusic MPCIDRP at \(\text{http://www.adrforum.com/RegistrySpec}\) and \(\text{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}\)

\(^\text{19}\) \(\text{http://www.afilias.info/about-us}\)

\(^\text{20}\) \(\text{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392}\)
Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: therealgiftdagod@gmail.com, Nov 5 '15 ip: 108.202.66.196

Name: Terrence Bailey

Title: Recording Artist

Organization/Artist Name: Gift Da God

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
\textsuperscript{14} https://gltresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  je.keepthefunkalive@gmail.com, Nov 5 '15  ip: 92.153.230.132

Name: pettier

Title: ok

Organization/Artist Name: Jerome F.

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,³ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁴

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: cam@camsown.com, Nov 5 '15 ip: 114.198.111.97

Name: Cameron Twomey

Title: Mr

Organization/Artist Name: Camsown Recordings

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1,562 out of 2,084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf} Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  odrake10451@gmail.com,  Nov 5 '15  ip: 172.56.3.230

Name: Charmar Drake

Title: Artist

Organization/Artist Name: Swagga Aka Mr Aka

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;  

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;  

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.  

4. is the only .MUSIC applicant without a formal Community Objection filed against it;  

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c  
3 http://music.us/events  
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).  
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in
the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly
defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness
and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of
membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on
categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing
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that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as
well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the
community include, but are not limited to the following: […] Entities, including natural persons who have a
legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as
there is demonstrable involvement in community-related activities that may vary among member constituent types
(e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating
that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable
involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This
involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the
community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with
the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-
result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
process-07aug14-en.pdf, Pg.3
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

15 http://music.us/board/

email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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17 Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


19 http://www.afilias.info/about-us

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

William O. Lowe

Signature: tlothatitan@gmail.com, Nov 5 '15, ip: 107.77.160.21

Name: William O. Lowe

Title: Artist

Organization/Artist Name: T-Lo tha Titan

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg. 2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
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15 http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{18} See DotMusic MPCIDRP at \texttt{http://www.adrforum.com/RegistrySpec} and \texttt{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \texttt{http://www.afilias.info/about-us}

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Dhruva Aliman

Signature:  dhruvaliman@gmail.com,  Nov 5 '15  ip: 172.91.119.10

Name: Dhruva Aliman

Title: Composer

Organization/Artist Name: Dhruva Aliman

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string.

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\[\text{Appendix A: Definitions and Exclusions}\]

\[\text{Appendix B: Policy Recommendations}\]

\[\text{Appendix C: Operational Guidelines}\]

11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}.

\textsuperscript{19} \url{http://www.afilias.info/about-us}.

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392}.
Dr. Steve Crocker, Chairman of the ICANN Board;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  Justin Daun

Name: Justin Daun

Title: Producer

Organization/Artist Name: Daunpatrol Recording Studios

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”...aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

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13 Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{19} http://www.afilias.info/about-us
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Quadarious Jones

Name: Quadarious Jones
Title: The High School Dropout
Organization/Artist Name: Quad

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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\(^3\) [http://music.us/events](http://music.us/events)

\(^4\) For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).


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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly\%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392, 20a

\textsuperscript{15} http://music.us/board/

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19 [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Bryan Bell

Signature:  bryanbell111@gmail.com, Nov 5 ’15  ip: 24.181.215.220

Name:  Bryan Bell
Title:  Mr. Bryan Bell
Organization/Artist Name:  Bryan Divisions

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.2

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.5

4. is the only .MUSIC applicant without a formal Community Objection filed against it;6

2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
3 http://music.us/events
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment7…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity; significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a

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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?c=ac=1392}
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Signature:  guystefan@yahoo.ca, Nov 5 '15  ip: 192.0.188.102

Name: Guy "Tru" Stefan

Title: Singer-Songwriter

Organization/Artist Name: Guy (aka Trubard) Stefan

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19 [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

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Signature:  jinaruwan atapattu@hotmail.com, Nov 5 '15  ip: 112.134.41.142

Name:  jinaruwan atapattu

Title:  abc

Organization/Artist Name:  jinaruwan atapattu

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \texttt{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \texttt{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \texttt{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \texttt{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \texttt{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a

\textsuperscript{15} \texttt{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: eliseclifton@yahoo.com, Nov 5 '15 ip: 75.65.18.112

Name: Elise Clifton

Title: Independent singer, songwriter, recording artist

Organization/Artist Name: Gail Elise Clifton and the DeSoto Combo

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching11 or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people12) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”13 In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”14) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;15

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.16 These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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8. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

9. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

10. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching11 or discrimination.


15. https://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?c=ac=1392
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  rapdrugs@gmail.com, Nov 5 '15  ip: 175.110.211.128

Name: Humza Khizar

Title: Rapper

Organization/Artist Name: Echenkay

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. committs to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  capnbill@nyc.rr.com  Nov 5 '15  ip: 66.108.27.173

Name: William Sneddon

Title: Musician

Organization/Artist Name: William Sneddon

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
\textsuperscript{15} http://music.us/board/
email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\(^ {18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^ {19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^ {20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) http://www.afilias.info/about-us

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: eddielopezz@gmail.com, Nov 5 '15  ip: 162.205.2.141

Name: frank e,lopes

Title: independant artist

Organization/Artist Name: eddielopezz

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;{2}

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;{3}

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,{4} FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.{5}

4. is the only .MUSIC applicant without a formal Community Objection filed against it;{6}

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{2} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 18a and 20c
{3} http://music.us/events
{4} For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
{5} http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392
{6} A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string:

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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19 http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willet, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: Robert Hill

Title: Artist

Organization/Artist Name: Robert Hill

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the **only** .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a **trusted** identifier and safe haven for **music consumption**, protecting musicians’ rights and intellectual property, fighting **copyright infringement/piracy**, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents **without discrimination**;²

2. developed its Mission and Registration Policies using a **consensus-driven**, bottom-up methodology via feedback and universal principles collected in its **ongoing**, extensive public global communication outreach campaign **launched in 2008** spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing **over 95% of music consumed globally** (i.e. a **majority of the Community defined**), including many entities **mainly** dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant **without a formal Community Objection** filed against it;⁶

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³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization **mainly** dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants **must** follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment⁷…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”⁸

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”⁹ that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;¹⁰

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⁸ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


¹⁰ http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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19 http://www.afilias.info/about-us

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Benjamin Kiles  
Title: Greener grass  
Organization/Artist Name: Kyle Benjamin

¹ https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with its community-based Purpose and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus, and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 https://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Justin Ray

Name: Justin Thomas ray
Title: Music
Organization/Artist Name: Justin Ray

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


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15) http://music.us/board/
email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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19 http://www.afilias.info/about-us
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jim Sigle

Name: Jim Sigle
Title: Musician
Organization/Artist Name: Jim Sigle

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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³ [http://music.us/events](http://music.us/events)
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8 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392？t:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehade, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Pat Bateman

Name: Pat Bateman

Title: Singer/songwriter/musician

Organization/Artist Name: Otis Kry

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Paul B Farrell

Name: Paul B Farrell
Title: Music Producer
Organization/Artist Name: paulofcreation

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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\begin{itemize}
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19 http://www.afilias.info/about-us

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  yahsimi@yahoo.com, Nov 5 '15  ip: 76.93.169.116

Name:  Yahsimi Dehyah

Title:  Owner/artist

Organization/Artist Name:  Italist creations

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gltresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

David U. Hill

Signature:  dvitamirh@hotmail.com, Nov 5 ’15  ip: 184.100.246.166

Name:  David Hill

Title:  N/A

Organization/Artist Name: Dave & Melody Hill

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¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a}

\textsuperscript{15} \url{http://music.us/board/}

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  bjojonesy@gmail.com, Nov 5 ’15  ip: 205.197.242.141

Name: Mark Jones

Title: Mr

Organization/Artist Name: Sterling Springs

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S.Khoza

Signature: khoza.sethu@gmail.com, Nov 5 '15  ip: 197.77.9.254

Name: Sethu Khoza

Title: Mr

Organization/Artist Name: Pimping

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: [...] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  quadcountrymusic@gmail.com, Nov 5 ’15 ip: 75.173.69.71

Name: Frank Owen

Title: Musician

Organization/Artist Name: Quad Country Music

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;  

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;  

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.  

4. is the only .MUSIC applicant without a formal Community Objection filed against it;  

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3 [http://music.us/events](http://music.us/events)  
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).  
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Julian Russell  
Title: Singer, songwriter, Guitarist  
Organization/Artist Name: Blak Kat Music Julian Russell

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
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Fielding Period: August 7-11, 2015, Pg. 1,2,3
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\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: notehead@sbcglobal.net, Nov 5 '15 ip: 23.113.40.117

Name: Barry Littler

Title: Composer

Organization/Artist Name: Barry Littler

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
\textsuperscript{19} http://www.afilias.info/about-us
\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

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Debra Alexander

Signature:
debrawordmavenmusic.com, Nov 4 '15  ip: 69.158.153.2

Name: Debra Alexander

Title: Creative Director

Organization/Artist Name: Word Maven Music

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its **ongoing**, extensive public global communication outreach campaign **launched in 2008** spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing **over 95% of music consumed globally** (i.e. a majority of the Community defined), including many entities **mainly** dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

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\(^3\) [http://music.us/events](http://music.us/events)

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


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13 Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3

14 https://gtldresult.icann.org/application- result/applicationstatus/appli cationdetails:downloadapplication/1392?;ac=1392, 20a

15 http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

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Signature:  yowrasboss@aol.com, Nov 5 '15 ip: 76.254.14.237

Name: Russ Lake

Title: Founder

Organization/Artist Name: Out Of Plumb

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\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;
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Christine Willet, ICANN Vice-President of gTLD Operations;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Cher C Jackson

Signature:  cjackson_nabbyahoo.com,  Nov 5 '15  ip: 70.127.233.199

Name: Cher Jackson

Title: CEO of Not Your aVerage Jipsy Music

Organization/Artist Name: Mystikjipsy

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-status/applicationdetails:downloadattachment/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations."

5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
\textsuperscript{14} https://gldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?iat=1392, 20a
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email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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19 [http://www.afilias.info/about-us](http://www.afilias.info/about-us)  
Dr. Steve Crocker, Chairman of the ICANN Board;
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: Vincent Lars
Title: CEO
Organization/Artist Name: NuMagine Music

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?tae=1392, 20a


10 http://music.us/expert/letters
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15 http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: ronneca sanchez

Title: miss

Organization/Artist Name: RIDICULAS TRIXX

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Les Banks

Signature:  loui@jumpradio.org, Nov 5 ’15  ip: 94.196.234.69

Name:  Les Banks

Title:  Owner/Founder

Organization/Artist Name:  Les Banks Music

1  https://gtldresult.icann.org/application-result/applicationstatus/appl icationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^{12}\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^{13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^{14}\)) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^{15}\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^{16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\(^{13}\) Nielsen / Harris Poll, Quick Query Q3505. [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf)

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\(^{14}\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 20a

\(^{15}\) [http://music.us/board/](http://music.us/board/)

email authentication verification process; a priority-based launch phase\(^7\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^8\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^9\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^20\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\(^9\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: mlightcap@msn.com, Nov 5 '15 ip: 38.80.248.203

Name: Mark R Lightcap

Title: Songwriter

Organization/Artist Name: Bad Daddy

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

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\(^3\) [http://music.us/events](http://music.us/events)

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string:

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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf} Fielding Period: August 7-11, 2015, Pg. 1,2,3
\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a
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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute Resolution_Process_final%20(2).docx}

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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Nathan Thomas
Title: Singer/Songwriter
Organization/Artist Name: Thane

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” as “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^\text{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias\(^\text{19}\), the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Mr. Bear Reed

Name: Dennis Reed

Title: musician

Organization/Artist Name: Mr. Bear Reed

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,\(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\(^{18}\) See DotMusic MPCIDRP at \(\text{http://www.adrforum.com/RegistrySpec}\) and \(\text{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Pr ocess_final%20(2).docx}\)

\(^{19}\) \(\text{http://www.afilias.info/about-us}\)

\(^{20}\) \(\text{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}\)
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: Trushone Paige

Title: Owner

Organization/Artist Name: TruPoetry

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^6\)

\(^2\) https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
\(^3\) http://music.us/events
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\(^6\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application\textsuperscript{-}result/applicationstatus/applicationdetails:downloadapplication/1392?\_ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;  
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Christine Willet, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Carl Phillpotts  
Title: Mr  
Organization/Artist Name: PB $TYL$

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, [http://merriam-webster.com/dictionary/substantial](http://merriam-webster.com/dictionary/substantial), Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See [http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm](http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm)). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


15. [http://music.us/board/](http://music.us/board/)

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias\textsuperscript{19}, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  patrickbacon

Name: patrick bacon

Title: san diego artist

Organization/Artist Name: California polo bands

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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf} Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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John Jeffrey, ICANN General Counsel; and  
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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Øyvind Finne

Name: Øyvind Finne

Title: Support

Organization/Artist Name: Finne Studios, Final Visitation

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Joseph M. O’Malley

Signature:

Name: Joseph M. O’Malley

Title: Musician

Organization/Artist Name: Solo/Roadside Attraction

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self-identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community.” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories.” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias\textsuperscript{19}, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392\?t:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: matthew nikolaychuk

Title: Mr

Organization/Artist Name: Dreadevil

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^6\)

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\(^3\) [http://music.us/events](http://music.us/events)

\(^4\) For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).


\(^6\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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\textsuperscript{15} http://music.us/board/

\textsuperscript{16} https://www.icann.org/en/system/files/briefing-materials-2-05feb14-en.pdf, Pg.3}
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Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Eugene Bryant IV

Signature: thewiseman1110@gmail.com, Nov 5 ’15 ip: 205.197.253.194

Name: Eugene Bryant IV

Title: my support

Organization/Artist Name: IVTH GENERATION RECORDS Epivthewiseman

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³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and [amateur] stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments \(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Rhonda Denet

Name: Rhonda Denet

Title: Vocalist, Songwriter, Band Leader

Organization/Artist Name: Rhonda Denet Music

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;¹

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:10

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3


15 [http://music.us/board/](http://music.us/board/)

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Atallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

**Re: Support for .MUSIC Community-based Application**¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

*Heather R. Stenner*

Signature: enthusiismusic@gmail.com, Nov 5 '15  ip: 8.36.226.76

Name: Heather Stenner

Title: Owner

Organization/Artist Name: Enthusic Music Company, LLC

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¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited  
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;  

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.  

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

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Fadi Chehadé, ICANN President & CEO;  
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application\(^1\)

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

\[\text{Signature:} \quad \text{Name:} \quad \text{Valentin} \]

\[\text{Name:} \quad \text{Valentin} \quad \text{Title:} \quad \text{Bassist} \]

\[\text{Organization/Artist Name:} \quad \text{ASEA} \]

\(^{1}\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment...aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic's defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ta=1392, 20a

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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

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Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: basicbluesjones@gmail.com, Nov 5 '15  ip: 86.28.242.219

Name: basicbluesjones

Title: jones

Organization/Artist Name: basicbluesjones

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: [Signature]

Name: Navneet Rao

Title: Musician, Music Producer

Organization/Artist Name: Navneet Rao, ChandBibi and the Waste Candidates, various artists

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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¹⁰ http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
\textsuperscript{19} http://www.afilias.info/about-us
\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (‘‘EIU’’):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Terry Ashley  
Title: Mr.  
Organization/Artist Name: Tragic Heights

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^\text{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^\text{12}\)) and associated with the identification of the community defined. Most people, 1,562 out of 2,084 (i.e. 75% of the respondents) responded “Yes.”\(^\text{13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^\text{14}\)) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^\text{15}\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^\text{16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\(^\text{11}\) According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


\(^\text{13}\) Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\(^\text{14}\) https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

\(^\text{15}\) http://music.us/board/

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailed .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: 

Name: Erik Nelson

Title: Musician/Songwriter

Organization/Artist Name: Erik Nelson

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;  

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;  

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.  

4. is the only .MUSIC applicant without a formal Community Objection filed against it;  

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c  
3 http://music.us/events  
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).  
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
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8 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?tc=1392}, Pg. 1,2,3

\textsuperscript{15} \url{https://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: crystalaxxe1218@yahoo.com, Nov 5 '15 ip: 66.213.10.211

Name: WAYNE ADKINS

Title: C.E.O. of CRYSTAL AXXE

Organization/Artist Name: Wayne Adkins / CRYSTAL AXXE

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector\textsuperscript{16}. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: rashidlatta@gmail.com, Nov 5 '15 ip: 70.192.214.11

Name: Rashid Latta

Title: Owner

Organization/Artist Name: Shid Latta

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;¹

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
² http://music.us/events
³ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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4. Fielding Period: August 7-11, 2015, Pg. 1,2,3


email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: sean@birdhousemusic.ca, Nov 5 '15 ip: 96.46.203.155

Name: Sean Hully

Title: Musician

Organization/Artist Name: Bird House Music

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: lance.doss@gmail.com, Nov 5 '15 ip: 47.19.212.198

Name: Lance Doss

Title: Owner

Organization/Artist Name: The Sidney green Street Band

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

15 http://music.us/board/
email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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19 http://www.afilias.info/about-us
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Ivy Blue
Name: James Brodie (The Urge)
Title: Mr
Organization/Artist Name: Ivy Blue

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10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ta=1392, 20a

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\textsuperscript{20} https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: James Embry IV
Title: Singer/Songwriter
Organization/Artist Name: Publik Transit, LLC/Royal Blue Suede

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10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf} Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\(^{18}\) See DotMusic MPCIDRP at \(\text{http://www.adrforum.com/RegistrySpec}\) and \(\text{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).doc}\)

\(^{19}\) \text{http://www.afilias.info/about-us}

\(^{20}\) \text{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willet, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: [Signature]
Name: Lee Neese
Title: Mr
Organization/Artist Name: August Never Sleeps

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?r:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}
\textsuperscript{19} \url{http://www.afilias.info/about-us}
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: Eon Hart

Title: Mr

Organization/Artist Name: Eon Hart-Praisejam Productions/Vibetribe Music

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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³ [http://music.us/events](http://music.us/events)

⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).


⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: 
Name: Jackson Esposito
Title: 
Organization/Artist Name: Shwoops/MessoreM

__1__ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1,562 out of 2,084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}
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email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^\text{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^\text{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\(^\text{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^\text{19}\) http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Jimmy Johnson  
Title: Vocal/guitars  
Organization/Artist Name: Cime/envision this

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
3 http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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19 http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application\(^1\)

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

\[\text{Signature: Jerry M. Zucker}\]

Name: Jerry M. Zucker
Title: Partner
Organization/Artist Name: Monday Blues Jazz Orchestra, LLC

\(^1\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Don Elliker

Name: Don Elliker

Title: Mr.

Organization/Artist Name: Don Elliker

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited

Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community,” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories that are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who [s]elf identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392 , 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

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Signature:  

Name: Rory Miller

Title: Producer, Songwriter

Organization/Artist Name: Porta Productions

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

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Signature:  
Name: George Guinane  
Title: CEO WVG Corp Boston Ma.  
Organization/Artist Name: ASCAP / George Thomas

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10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments \(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;  
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Lily Smith

Signature: iamstitch@att.net, Nov 5 '15

Name: Lily Smith

Title: Lily Alice

Organization/Artist Name: Lily Alice

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;  

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings; 

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others. 

4. is the only .MUSIC applicant without a formal Community Objection filed against it;  

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
3 http://music.us/events
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment... aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfillment the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute Resolution_Process_final%20(2).docx}
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: [Signature]
Name: David Baker
Title: Mr
Organization/Artist Name: Paradise Scientist

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² https://gtldresult.icann.org/application-status/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392


10 http://music.us/expert/letters
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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature:  blursboy@aol.com, Nov 5 '15  ip: 69.95.195.32

Name: Michael Karr

Title: Entertainer/Recording Artist

Organization/Artist Name: Karr Productions

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited 
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³ [http://music.us/events](http://music.us/events)

⁴ For example, the IFPI is considered an organization **mainly** dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).


⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants **must** follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”7…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:10

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: [...] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people¹²) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”¹³ In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”¹⁴) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;¹⁵

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.¹⁶ These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

¹¹ According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

¹⁴ Fielding Period: August 7-11, 2015, Pg. 1,2,3
¹⁶ http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  josephamusic@gmail.com, Nov 5 '15  ip: 128.177.161.154

Name: Joseph Macias

Title: Hip Hop Artist

Organization/Artist Name: Joseph AM

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.\(^2\)

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^4\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^5\)


\(^{3}\) [http://music.us/events](http://music.us/events)

\(^{4}\) For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).


\(^{6}\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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13 Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3


15 http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://wwwafilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: aricballard90@gmail.com, Nov 5 '15

Name: Aric Ballard

Title: Arista

Organization/Artist Name: WiTTa A

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;  

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,  

4. is the only .MUSIC applicant without a formal Community Objection filed against it;  

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c  
3 http://music.us/events  
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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

\textsuperscript{14} http://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392, 20a

\textsuperscript{15} http://music.us/board/

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15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: tomflood@hotmail.com, Nov 5 '15  ip: 101.173.196.175

Name: Tom

Title: Flood

Organization/Artist Name: BluesAngels

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392; 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”7 aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.
8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\begin{itemize}
  \item [\textsuperscript{11}] According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.
  \item [\textsuperscript{12}] \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}
  \item [\textsuperscript{13}] Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}
  \item [\textsuperscript{14}] \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a
  \item [\textsuperscript{15}] \url{http://music.us/board/}
  \item [\textsuperscript{16}] \url{https://www.icann.org/en/system/files/briefing-materials-2-05feb14-en.pdf}, Pg.3
\end{itemize}
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

S. Merrick D-F

Signature: merrick-fenton@hotmail.com, Nov 5 '15 ip: 174.90.222.230

Name: Sean Merrick Desroches-Fenton

Title: Mr.

Organization/Artist Name: Minstrel

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^6\)

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\(^2\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392) 18a and 20c

\(^3\) [http://music.us/events](http://music.us/events)

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\(^5\) [http://music.us/supporters](http://music.us/supporters) and [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392)

\(^6\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

14 http://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
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19 http://www.afilias.info/about-us
Re: Support for .MUSIC Community-based Application

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Signature: Ashley Cham

Name: Ashley Cham

Title: Vocalist

Organization/Artist Name: Mannequin Action

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;
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Akram Attallah, ICANN President of Generic Domains Division;
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Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: amanvanjani@gmail.com, Nov 5 '15 ip: 109.246.12.210

Name: Aman Vanjani

Title: Mr

Organization/Artist Name: Backclash

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination; 2

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings; 3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, 4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others. 5

4. is the only .MUSIC applicant without a formal Community Objection filed against it; 6

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 18a and 20c
3 http://music.us/events
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?rt:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: backmediobookings@gmail.com, Nov 5 ’15 ip: 90.193.208.3

Name: BACK MEDIO

Title: MR

Organization/Artist Name: BACK MEDIO

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392, 20a
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\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Carlitos ortizypino  

Signature: carlitosortizypino@yahoo.com, Nov 5 ’15 IP: 70.210.225.47

Name: Carlitos ortiz y Pino  
Title: Ilmmatic

Organization/Artist Name: ILL-Matic

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”7…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:10

7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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17 Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


19 http://www.afilias.info/about-us

20 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?c=ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Michael Tate Jr.

Name: Michael Tate Jr.

Title: Singer Song Writer

Organization/Artist Name: WatchMT

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
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\(^7\) The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.


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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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\textsuperscript{15} \texttt{http://music.us/board/}

email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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19 http://www.afilias.info/about-us

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Marrio Cowan

Name: Marrio Cowan
Title: Artist
Organization/Artist Name: Reothedon

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 http://music.us/board/
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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Christopher Norton

Signature: whenthesmokeclearsband@gmail.com, Nov 5 '15 ip: 50.178.206.235

Name: Christopher Norton

Title: Artist/label

Organization/Artist Name: When the smoke clears

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}
Fielding Period: August 7-11, 2015, Pg. 1,2,3
\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a
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email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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17 Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


19 [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  peter@cityfolkmusic.com, Nov 5 ‘15  ip: 71.70.241.37

Name: Peter Smith
Title: Mr
Organization/Artist Name: CityFolk Music

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Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

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Andrew L. Vernon

Signature: andrewlewisvernon@gmail.com, Nov 5 '15 ip: 166.170.29.47

Name: Andrew Vernon
Title: Bass Guitarist
Organization/Artist Name: Slave Dog

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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: micalpoet1@gmail.com, Nov 5 '15 ip: 174.56.127.112

Name: Mical Peri

Title: Publisher-Composer

Organization/Artist Name: Wise Way Publishing

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community.” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories.” Pg. 2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias\textsuperscript{19}, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: kenny young

Name: kenny young
Title: self
Organization/Artist Name: kenny young

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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19 [http://www.afilias.info/about-us](http://www.afilias.info/about-us)
Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit  

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: hominhducdnvn@gmail.com, Nov 5 '15 ip: 123.21.157.115

Name: Ho Minh Duc

Title: Mr

Organization/Artist Name: Fan Studio

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^6\)

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\(^3\) [http://music.us/events](http://music.us/events)

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\(^6\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” as “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jürgen Joherl

Name: Jürgen Joherl

Title: Freelance Bassist & Instrumental Composer

Organization/Artist Name: Jürgen Joherl

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.5

4. is the only .MUSIC applicant without a formal Community Objection filed against it;6

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringement websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
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14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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19 http://www.afilias.info/about-us
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Tony Brehm
Title: Singer-Songwriter-Recording Artist
Organization/Artist Name: Needles Eye Music(BMI) Tony Brehm

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;3

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15 http://music.us/board/

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\(^9\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: dest.p.m@gmail.com, Nov 5 ’15 ip: 166.173.186.57

Name: Andrew P Warner

Title: Mr.

Organization/Artist Name: DRE T.P.M

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⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string.

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

15 http://music.us/board/
email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^\text{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) http://www.afilias.info/about-us

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: douglas g Schabell

Name: douglas schabell
Title: Artist- Singer songwriter
Organization/Artist Name: Doug Schabell

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-status/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^ {12}\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^ {13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^ {14}\)) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^ {16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\(^{13}\) Nielsen / Harris Poll, Quick Query Q3505, [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf)

Fielding Period: August 7-11, 2015, Pg. 1,2,3


\(^{15}\) [http://music.us/board/](http://music.us/board/)

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: 3DK Kane

Name: Kane

Title: Producer

Organization/Artist Name: 3DK Productions

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

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\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Dr. Steve Crocker, Chairman of the ICANN Board;  
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John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

[Signature]

Name: Stefan Werner Zwahlen

Title: Guitarist

Organization/Artist Name: As yet TBD

¹ [Link](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”...aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^\text{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^\text{12}\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^\text{13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^\text{14}\)) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^\text{15}\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^\text{16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\(^{11}\) According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, [http://merriam-webster.com/dictionary/substantial](http://merriam-webster.com/dictionary/substantial), Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See [http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm](http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm)). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


\(^{13}\) Nielsen / Harris Poll, Quick Query Q3505, [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf)


\(^{15}\) [http://music.us/board/](http://music.us/board/)

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


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Signature: cashouette@outlook.com, Nov 5 ’15 ip: 67.243.167.247

Name: Jamel DePaulitte

Title: Artist

Organization/Artist Name: MeLLzS

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Shania Blake

Signature: shaniablake17@gmail.com, Nov 5 '15  ip: 76.122.218.160

Name: Shania Blake

Title: N/A

Organization/Artist Name: N/A

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The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,“ Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
\textsuperscript{15} http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
\textsuperscript{19} http://www.afilias.info/about-us
\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: gate5muse@gmail.com, Nov 4 '15 ip: 98.210.230.32

Name: Joe Tate

Title: Band Leader

Organization/Artist Name: The Hippie Voices

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.¹

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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³ [http://music.us/events](http://music.us/events)

⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).


⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?tc=1392, 20a

15 http://music.us/board/

email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\(^\text{19}\) http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Charles E. Barnes III

Signature:

Name: Charles E Barnes III

Title: CEO

Organization/Artist Name: 4EP/GrimI.E. Records/NuNu

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² http://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

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Dear ICANN and Economist Intelligence Unit (“EIU”):

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Jordana LéSesne

Signature: Jordana@Jordanamusic.com, Nov 6 '15 ip: 98.203.161.168

Name: Jordana LéSesne
Title: Artist/Producer/DJ
Organization/Artist Name: Jordana aka 1.8.7

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;  

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;  

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.  

4. is the only .MUSIC applicant without a formal Community Objection filed against it;

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members;” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?q:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?at=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\(^ {17} \) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^ {18} \) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^ {19} \) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^ {20} \) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\(^ {17} \) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^ {19} \) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Name: Adam L McKnight
Title: Artist
Organization/Artist Name: Adam L McKnight

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg. 2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

15 http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392}
Re: Support for .MUSIC Community-based Application

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Signature: JJ Stonewall

Name: JJ Stonewall

Title: Singer/Songwriter

Organization/Artist Name: JJ Stonewall

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehade, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: tunesaxe@hotmail.com, Nov 5 ’15  ip: 97.47.68.75

Name: Rufus Tune

Title: Musician/Songwriter

Organization/Artist Name: Tunaduck Productions

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string; 

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392, 20a

15 http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
\textsuperscript{19} http://www.afilias.info/about-us
\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: CheetahCc

Name: Rawnsheta Hurt
Title: Writer, lyricist, Artist and performer
Organization/Artist Name: CheetahCc

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https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination; ²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings; ³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, ⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others. ⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it; ⁶

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”7…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:10

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: [...] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 http://music.us/board/
email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright InFRINGEMENT Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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19 http://www.afilias.info/about-us
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Mike Brown
Title: President
Organization/Artist Name: NWSPR

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
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Cyrus Namazi, ICANN Vice-President of DNS Engagement; 
John Jeffrey, ICANN General Counsel; and 
Community Priority Evaluation Panel, Economist Intelligence Unit

**Re: Support for .MUSIC Community-based Application**¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: scipherneo@gmail.com, Nov 6 '15  ip: 74.140.218.192

Name: Hunter Folks

Title: Mr.

Organization/Artist Name: Scipher

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁴

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is found in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
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10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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14 Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 https://gldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
16 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application\(^1\)

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Eugene Williams

Signature: geno1293@gmail.com, Nov 6 '15 ip: 172.56.20.170

Name: Eugene Williams

Title: stand up for music

Organization/Artist Name: Geno Brown

\(^1\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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10 http://music.us/expert/letters
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Fielding Period: August 7-11, 2015, Pg. 1,2,3

\(^{14}\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 20a

\(^{15}\) [http://music.us/board/](http://music.us/board/)

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\(^{18}\) See DotMusic MPCIDRP at \text{http://www.adrforum.com/RegistrySpec} and \text{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\(^{19}\) \text{http://www.afilias.info/about-us}

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  owenmichael@yahoo.com,  Nov 6 ’15  ip: 91.66.80.27

Name:  Rory MacLeod

Title:  Mr

Organization/Artist Name:  Rory MacLeod Music

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.5

4. is the only .MUSIC applicant without a formal Community Objection filed against it;6

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

15 http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: native751@gmail.com, Nov 6 '15 ip: 107.14.25.33

Name: William (T Sioux Ha Sapa) Mayo  
Title: Bandleader  
Organization/Artist Name: Ha Sapa Band

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Geert Van Assche

Signature: info@tuesdayafter8.be, Nov 6 '15 ip: 84.196.181.106

Name: Geert Van Assche

Title: Mister

Organization/Artist Name: TuesdayAfter8

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Process (MPCIDRP), including independent dispute resolution via the National
Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures
to allow governments, public authorities or IGO’s to challenge abuses of names with
national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC
domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet
domain name registry with over than 20 million domain names under management,
which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20}
that clarify its commitment to serve the global Music Community and public interest,
while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name
while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection
against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an
Early Access Program used by other registries) and helps spur adoption.
\textsuperscript{18} See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and
\textsuperscript{19} http://www.afilias.info/about-us
\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:.connorndanielmusic@gmail.com, Nov 6 '15 ip: 82.132.223.94

Name: Connor Daniel

Title: Producer / Singer Songwriter

Organization/Artist Name: UHURU   MUSIC UK

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;2

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.5

4. is the only .MUSIC applicant without a formal Community Objection filed against it;6

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
3 http://music.us/events
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailed .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) http://www.afilias.info/about-us

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John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

[Signature]

Name: Roy Jones

Title: Mr

Organization/Artist Name: Red Beat - dRedzilla - Roy Jones(artist) - Bounce Music

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature: dshen

Name: Daniel Shen
Title: Mr
Organization/Artist Name: Daniel Shen

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: Luiz Carlos Cunha

Title: Mr

Organization/Artist Name: reverbnation.com/lcc1

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² http://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ta=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Herlyjem G. Gabuya
Title: Music artist
Organization/Artist Name: Jem Herly

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;\(^2\)

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^6\)

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\(^3\) [http://music.us/events](http://music.us/events)

\(^4\) For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).


\(^6\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

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15 http://music.us/board/

email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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19 http://www.afilias.info/about-us

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  kwavadusking@yahoo.com, Nov 6 '15  ip: 66.87.121.232

Name: Journae king

Title: artist

Organization/Artist Name: smiley rose

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¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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³ [http://music.us/events](http://music.us/events)

⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).


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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: valerie.smalkin@gmail.com, Nov 6 ’15 ip: 73.39.20.133

Name: Valerie Leonhart Smalkin
Title: Owner
Organization/Artist Name: Small King Music

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;\(^2\)

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^6\)

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\(^3\) [http://music.us/events](http://music.us/events)

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\(^6\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. committs to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

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Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: vagabundosmail@gmail.com, Nov 6 '15 ip: 212.88.234.129

Name: Saulo Soneghet
Title: Mr
Organization/Artist Name: Vagabundos

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: Nick Burman

Title: Mr

Organization/Artist Name: Nickburman.com

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-status/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community.” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


Fielding Period: August 7-11, 2015, Pg. 1,2,3


15 http://music.us/board/

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments \(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

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Re: Support for .MUSIC Community-based Application\(^1\)

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: miguelmontano77@gmail.com, Nov 6 '15 ip: 208.54.35.184

Name: miguel montano
Title: musician
Organization/Artist Name: mmusiccc77

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\(^1\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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\(^{13}\) Nielsen / Harris Poll, Quick Query Q3505, [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf)

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\(^{14}\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 20a

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\textsuperscript{19} http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Malcolm E Birtwell
Title: Mr
Organization/Artist Name: www.rockthelobster.com

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Anthony P. Marks

Signature: bookpierreanthony@gmail.com, Nov 6 '15  ip: 68.55.28.240

Name: Anthony P. Marks

Title: CEO

Organization/Artist Name: PA Productions, LLC.

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the **only** .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents **without discrimination**;

2. developed its Mission and Registration Policies using a **consensus-driven, bottom-up methodology** via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign **launched in 2008** spanning hundreds of events and community meetings;

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing **over 95% of music consumed globally** (i.e. a majority of the Community defined), including many entities **mainly** dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.

4. is the only .MUSIC applicant **without a formal Community Objection** filed against it;

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3 [http://music.us/events](http://music.us/events)
4 For example, the IFPI is considered an organization **mainly** dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants **must** follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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15 http://music.us/board/

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http://www.afilias.info/about-us

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: cullen.brian@gmail.com, Nov 6 '15 IP: 111.216.25.204

Name: Brian Cullen

Title: Dr.

Organization/Artist Name: Brian Cullen

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Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature: scott.shannon62@gmail.com, Nov 6 '15 ip: 104.169.16.25

Name: Scott Shannon

Title: Composer

Organization/Artist Name: Scott Shannon

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, Pg. 1,2,3

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Steve Pollastrini
Title: Mr.
Organization/Artist Name: Steve Pollastrini

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¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

---

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

15 http://music.us/board/
email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,\(^\text{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\(^\text{19}\) http://www.afilias.info/about-us

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Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: derrick perry
Title: singer/songwriter
Organization/Artist Name: SeQuan

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;  

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings; 

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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\item \textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505. \url{http://music.us/nielsen-harris-poll.pdf}
\item Fielding Period: August 7-11, 2015, Pg. 1,2,3
\item \textsuperscript{14} \url{https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a
\item \textsuperscript{15} \url{http://music.us/board/}
\item \textsuperscript{16} \url{https://www.icann.org/en/system/files/bm/briefing-materials-2-05feb14-en.pdf}, Pg.3
\end{itemize}
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\(^{18}\) See DotMusic MPCIDRP at \(\text{http://www.adrforum.com/RegistrySpec}\) and \(\text{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}\)

\(^{19}\) \(\text{http://www.afilias.info/about-us}\)

\(^{20}\) \(\text{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}\)
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: Tony Ray Rodriguez
Title: Mr.
Organization/Artist Name: Tony (t-ray)

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment7…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392/?t:ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people)\textsuperscript{12} and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

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\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: wkbaker3rd@gmail.com, Nov 6 '15 ip: 66.44.39.107

Name: bill baker band
Title: cool guy
Organization/Artist Name: bill baker

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited
Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;¹

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;²

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,³ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁴

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁵

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Denney Renner

Name: Denney Renner

Title: Songwriter/performer

Organization/Artist Name: Denney Renner

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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Fielding Period: August 7-11, 2015, Pg. 1,2,3
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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Ernest Gregory

Signature: thecompany07@gmail.com, Nov 6 '15 ip: 172.56.28.5

Name: Ernest Gregory

Title: C.E.O.

Organization/Artist Name: K.C.

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  davionwaugh@gmail.com, Nov 6 '15  ip: 63.143.116.180

Name:  Davion Waugh
Title:  Producer and recording artist
Organization/Artist Name:  Blakk arsennick records/blakkar sennick

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: [Signature]

Name: David St Romain

Title: Owner

Organization/Artist Name: DSR Entertainment LLC

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf} Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

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email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\(^\text{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^\text{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\(^\text{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^\text{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: ohbrotherbigsistermusic@gmail.com, Nov 6 '15 ip: 75.133.88.233

Name: Penny Podjaske
Title: Musician
Organization/Artist Name: Oh Brother Big Sister

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the **only** .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents **without discrimination**;\(^2\)

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its **ongoing**, extensive public global communication outreach campaign **launched in 2008** spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing **over 95% of music consumed globally** (i.e. a **majority** of the Community defined), including many entities **mainly** dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

4. is the only .MUSIC applicant **without a formal Community Objection** filed against it;\(^6\)

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\(^2\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 18a and 20c

\(^3\) [http://music.us/events](http://music.us/events)

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\(^6\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants **must** follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1,562 out of 2,084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

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14. has partnered with Afilias,\(^9\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.


courtland oliverires

Signature:

Name: COURTLAND OLIVERIRES

Title: Independent Artist

Organization/Artist Name: Keshun

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: Brian Nelson

Title: Musician

Organization/Artist Name: Brian Nelson

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

John R Gordon

Signature: j.gordon681@btinternet.com, Nov 6 '15 ip: 92.40.249.173

Name: John R Gordon

Title: Mr

Organization/Artist Name: jai-gantor

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 http://music.us/board/
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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: JennyMarie Fralin

Name: JennyMarie Fralin
Title: Independent Recording Artist and Producer
Organization/Artist Name: JennyMarie

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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17 Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


19 http://www.afilias.info/about-us

20 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Jalen Darden

Signature:  jd19946@aol.com, Nov 6 '15  ip: 159.118.34.249

Name: Jalen Darden

Title: Artist

Organization/Artist Name: J'BO ALMIGHTY

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members.” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
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email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\(^\text{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^\text{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) http://www.afilias.info/about-us

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Santaj

Name: Santa j

Title: Respeto y amor

Organization/Artist Name: Fox

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;^3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,^4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.^5

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: 
Michael Stephens

Name: Michael Stephens
Title: CEO
Organization/Artist Name: Blue Aries Entertainment / Mixxstylez

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

17 Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


19 http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: maryannstefanik@yahoo.com, Nov 6 '15 ip: 76.6.36.89

Name: maryann stefanik

Title: lysis singer song writer

Organization/Artist Name: indie musician reverbnation/msryann

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders”;

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application\(^1\)

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: 

Name: Linda Nicole Blair

Title: Assistant Director of Undergraduate Education

Organization/Artist Name: University of Washington, Tacoma

\(^1\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

14 https://gldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

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\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: Stephen J Guidus  
Title: Musician  
Organization/Artist Name: Steve Guidus

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment along with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}
Fielding Period: August 7-11, 2015, Pg. 1, 2, 3
\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a
\textsuperscript{15} \url{http://music.us/board/}
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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willet, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

[Signature]
Paul Hagan

Name: Paul Hagan
Title: Independent artist
Organization/Artist Name: Skiddleberry

¹ [link](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392 20a
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15 http://music.us/board/

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19 http://www.afilias.info/about-us

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature: Ian Rice

Name: Ian Rice

Title: Artist/Producer

Organization/Artist Name: iNFLiKT

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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3. [http://music.us/events](http://music.us/events)

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9 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

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15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
\textsuperscript{19} http://www.afilias.info/about-us
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Dr. Steve Crocker, Chairman of the ICANN Board;
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Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Paco Serrano

Signature: pacoserr@gmail.com, Nov 6 '15 ip: 189.252.69.63

Name: Paco Serrano

Title: Musician

Organization/Artist Name: Paco Serrano

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”7…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Re: Support for .MUSIC Community-based Application\(^1\)

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: John McEwan

Title: Singer, Guitarist, lyricist

Organization/Artist Name: Today Ends Tomorrow

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\(^1\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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\item \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known} \textsuperscript{12}
\item Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf} \textsuperscript{13}
\item Fielding Period: August 7-11, 2015, Pg. 1,2,3 \textsuperscript{14}
\item \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a \textsuperscript{15}
\item \url{http://music.us/board/} \textsuperscript{16}
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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Steven M Richmond

Signature:  
Name: Steve richmond  
Title: manager  
Organization/Artist Name: the whiteouts

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505. http://music.us/nielsen-harris-poll.pdf

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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Evan Epperson

Signature: cao_mengde22@yahoo.com, Nov 6 '15
Name: Evan Epperson
Title: Artist and Recording Engineer
Organization/Artist Name: Six Crows Studios/Evan Epperson and the Aviators

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community.” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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14 http://gldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Isaiah Trice

Signature: izzyonthebeat@gmail.com, Nov 6 ‘15  ip: 172.15.113.127

Name: Isaiah Trice

Title: N/A

Organization/Artist Name: Izzyonthebeats

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;²

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,³ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁴

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6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”\(^7\)…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and \textit{amateur} stakeholders;”\(^8\)

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”\(^9\) that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for \textit{Community Establishment, Nexus} and \textit{Support}, agreeing that the defined community is accurate and matches the applied-for string;\(^10\)

\(^7\) The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who \textit{self identify as having a tie} to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons \textit{who have a legitimate purpose in addressing the community},” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental \textit{activities} and who “demonstrate active commitment, practice and reporting.” This involvement \textit{may vary among member categories},” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

\(^8\) \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a


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\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

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19 [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (‘‘EIU’’):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Chipapa Chibwe  
Title: Mr  
Organization/Artist Name: Young Chris Entertainment  

¹ https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community.” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories.” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^1\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^2\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^3\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^4\)) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^5\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^6\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\(^{1}\) According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


\(^{3}\) Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

\(^{4}\) Fielding Period: August 7-11, 2015, Pg. 1,2,3

\(^{5}\) https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

\(^{6}\) http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Re: Support for .MUSIC Community-based Application\(^1\)

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Paul Cassady

Signature: pwcassady@gmail.com, Nov 6 '15 ip: 63.228.32.241

Name: Paul Cassady

Title: singer-songwriter

Organization/Artist Name: standing waves

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\(^1\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;  

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;  

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.  

4. is the only .MUSIC applicant without a formal Community Objection filed against it;  

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392. 18a and 20c  
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
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14 Fielding Period: August 7-11, 2015, Pg. 1,2,3
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
goodluckesu@gmail.com, Nov 6 '15  ip: 197.210.225.24

Name: Goodluck

Title: mr

Organization/Artist Name: mrGboy

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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13 http://music.us/nielsen-harris-poll.pdf


15 http://music.us/board/

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\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Lisa M. Kovacik

Signature: lisamc64@yahoo.com, Nov 6 '15 ip: 75.135.150.114

Name: Lisa M Kovacik

Title: Singer/songwriter

Organization/Artist Name: Lisa Waterbury

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;  

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;  

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.  

4. is the only .MUSIC applicant without a formal Community Objection filed against it;  

https://gtldresult.icann.org/application-status/applicationdetails:downloadapplication/1392?ac=1392, 18a and 20c  

http://music.us/events

For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).


A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[members of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;act=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1,562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?tc=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature:  
Name: Gordon K. Johnson  
Title: Owner/Operator  
Organization/Artist Name: GKJ Promotions / GOULASH

---

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.5

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Signature: z.bordelon42@hotmail.com, Nov 6 '15 ip: 69.178.59.172

Name: Zachary Bordelon
Title: N/A
Organization/Artist Name: Tamerlane

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10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: ktrexler78@gmail.com, Nov 6 '15  ip: 70.193.10.28

Name: Kevin Trexler

Title: Founder

Organization/Artist Name: Still The Storm

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;\(^{10}\)

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\(^{7}\) The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

\(^{8}\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 20a


\(^{10}\) [http://music.us/expert/letters](http://music.us/expert/letters)
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^{12}\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^{13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^{14}\)) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^{15}\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^{16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacyproxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\(^{11}\) According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


\(^{13}\) Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

\(^{14}\) http://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

\(^{15}\) http://music.us/board/

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”): 

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Michael Lattanzio

Signature: beatschool.lattanzio@gmail.com, Nov 5 '15 ip: 74.108.79.190

Name: Mike Lattanzio

Title: Lead Drum Instructor

Organization/Artist Name: The Beat School

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.5

4. is the only .MUSIC applicant without a formal Community Objection filed against it;6

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
3 http://music.us/events
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ta=1392, 20a


10 http://music.us/expert/letters
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13 Nielsen / Harris Poll, Quick Query Q3505, [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf)

Fielding Period: August 7-11, 2015, Pg. 1,2,3


15 [http://music.us/board/](http://music.us/board/)

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: reedrodger@contactoffice.net, Nov 6 '15 ip: 108.42.66.142

Name: Rodger Reed
Title: Owner
Organization/Artist Name: Reed!

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;  
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Keenyo  
Name: Keenyo  
Title: Keenyo Artist  
Organization/Artist Name: Keenyo

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.

4. is the only .MUSIC applicant without a formal Community Objection filed against it;

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3 [http://music.us/events](http://music.us/events)
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^\text{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^\text{12}\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^\text{13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^\text{14}\)) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^\text{15}\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^\text{16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\(^{11}\) According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


Fielding Period: August 7-11, 2015, Pg. 1,2,3

\(^{14}\) https://gldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;t:ac=1392, 20a

\(^{15}\) http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: 2girlsmusicscott@gmail.com, Nov 6 '15  ip: 216.165.152.226

Name: Scott Aumann

Title: Artist Support

Organization/Artist Name: 2 Girls Music LLC

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: kevin@gigrev.com, Nov 6 ’15   ip: 80.175.71.191

Name: Kevin Brown

Title: CEO Gig Revolution Ltd

Organization/Artist Name: Gig Rev

¹https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
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14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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19 http://www.afilias.info/about-us
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: stealthypepper@hotmail.com, Nov 6 ’15 ip: 73.42.136.119

Name: Neal Winter
Title: Manager
Organization/Artist Name: Feral Strain

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?c:ac=1392
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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

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JAY

Signature: jaywalker6@msn.com, Nov 6 '15  ip: 82.238.224.149

Name:JC BANCAIS

Title: Musician

Organization/Artist Name: Jaywalker6

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Signature:  
Ja Black  
Musician  
FullSteam Production

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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 18a and 20c
³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
⁵ [http://music.us/supporters](http://music.us/supporters) and [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392)
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment7…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: [...] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: jeantrentsongs@outlook.com, Nov 6 '15 ip: 66.87.115.71

Name: Jean Trent

Title: Solo Artist

Organization/Artist Name: Jean Trent Songs

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

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Signature: ricktracemusic@gmail.com, Nov 6 '15, ip: 68.16.73.130

Name: Rick Trace

Title: Singer Songwriter

Organization/Artist Name: Rick Trace

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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17 Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


19 http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Aubrey Teeter

Name: Aubrey Teeter

Title: Singer/Songwriter

Organization/Artist Name: Aubrey Teeter

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited  
Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self-identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community.” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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1 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

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14. has partnered with Afilias,\(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Shawn DeBerry

Name: Shawn DeBerry
Title: Mr. Shawn DeBerry
Organization/Artist Name: Shawn DeBerry

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^6\)


\(^3\) [http://music.us/events](http://music.us/events)

\(^4\) For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).


\(^6\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11}According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12}\url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13}Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14}\url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15}\url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\(^{19}\) http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Jake Lee

Name: Jake Lee
Title: Musician
Organization/Artist Name: Texas Jake Lee

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?c=ac=1392
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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Tim Hayes
timhayes@timhayes.com, Nov 6 '15 ip: 76.126.146.104

Name: Tim Hayes
Title: Mr
Organization/Artist Name: Tim Hayes

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to support the music industry’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”7…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members.” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ta=1392, 20a
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\(^\text{19}\) http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature: steveanthony999@gmail.com, Nov 6 '15 ip: 94.14.143.87

Name: Steve Anthony

Title: Mr

Organization/Artist Name: Steve Anthony

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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Dion Willis

Signature: dionwillis12@gmail.com, Nov 6 '15 ip: 166.175.63.9

Name: Dion Willis
Title: Manager
Organization/Artist Name: Main3v3nt

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members.” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community.” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories.” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
\textsuperscript{15} http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Michael D. Burks

Name: Michael D. Burks

Title: Owner

Organization/Artist Name: Have Music Will Travel/MichaelD.

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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14 https://gtdresult.icann.org/application-rsult/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Wayne Perry

Signature: woprr65@gmail.com, Nov 6 '15  ip: 156.57.168.139

Name: Waynne R Perry

Title: Classic Country And Bluegrass Performer

Organization/Artist Name: Country Rebel Wayne Perry

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^6\)

\(^2\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 18a and 20c

\(^3\) [http://music.us/events](http://music.us/events)

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\(^5\) [http://music.us/supporters](http://music.us/supporters) and [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392)

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\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
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email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\(^\text{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Derek Lamb

Signature: wavegodaudio@gmail.com, Nov 6 '15  ip: 66.87.96.74

Name: Derek Lamb

Title: Label Manager

Organization/Artist Name: WaveGod Audio

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;\(^2\)

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^6\)

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\(^2\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 18a and 20c

\(^3\) [http://music.us/events](http://music.us/events)

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\(^5\) [http://music.us/supporters](http://music.us/supporters) and [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392)

\(^6\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members.” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
Fielding Period: August 7-11, 2015, Pg. 1,2,3
\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392, 20a
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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
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Zachary McElearney

Signature:

Name: Zachary McElearney

Title: the emcee

Organization/Artist Name: BPoz of Thee Lordz Army

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;²

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,³ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁴

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁵

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Signature:  
Name:  Joey Golumpus
Title:  Journalist/Musician
Organization/Artist Name:  Joey Golumpus

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\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

John W. Bailey Jr.

Signature: jbailey405@yahoo.com, Nov 6 '15 ip: 73.50.112.24

Name: John W. Bailey Jr.

Title: Owner of SuperMayne Productions

Organization/Artist Name: SuperMayne Productions/John W. Bailey Jr.

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”...aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music” matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

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\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392
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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
mike osborn

Name: mike osborn

Title: ind musician

Organization/Artist Name: mike osborn band

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19 http://www.afilias.info/about-us

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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature:

Name: Adrian Hutcherson
Title: Marketing Manager /CEO
Organization/Artist Name: Adhmg.com

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^ {12}\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^ {13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^ {14}\)) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^ {15}\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^ {16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\(^{11}\) According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, [http://merriam-webster.com/dictionary/substantial](http://merriam-webster.com/dictionary/substantial), Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See [http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm](http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm)). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


\(^{13}\) Nielsen / Harris Poll, Quick Query Q3505, [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf)

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\(^{14}\) [https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 20a

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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Henry Mosqueda

Signature: musicalhammer@hotmail.com, Nov 6 '15 ip: 173.23.108.14

Name: Henry Mosqueda

Title: Musician

Organization/Artist Name: The California Redneck

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

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14 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Paul Chantrill
Title: Musician producer
Organization/Artist Name: Acoustic Planet Music

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John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: calliemooremusic@gmail.com, Nov 6 ’15 ip: 71.199.38.16

Name: Callie Moore

Title: Miss

Organization/Arist Name: My Fair Fiend

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 http://music.us/board/
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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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19 http://www.afilias.info/about-us

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Signature: crowspakes@gmail.com, Nov 6 '15 ip: 88.178.113.140

Name: mike dickman

Title: thewholekitankaboodle

Organization/Artist Name: crowspakes / mike dickman / hobbitink

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13 Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

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\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?acct=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
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Signature:  haydenjosh12@yahoo.com, Nov 6 '15  ip: 166.175.186.230

Name:  Josh Hayden

Title: Singer songwriter performer

Organization/Artist Name:  JT HAYDEN

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\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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17 Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
19 http://www.afilias.info/about-us
20 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r=ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Ivor Anthony Namee Hamilton

signature:

Name: Ivor Anthony Namee Hamilton

Title: Tranquiliti - Likkle Destiny Chessman Records( Ragga Zulu Riddim)2015

Organization/Artist Name: Ivor Anthony Namee Hamilton Aka Tranquiliti

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited
Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;¹⁰

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⁷ The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

⁸ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


¹⁰ http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


13 Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3


15 http://music.us/board/  

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias, \(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Dominic Davis

Signature:  mrnicodavis@gmail.com, Nov 6 '15  ip: 172.56.0.126

Name:  Dominic Davis

Title:  CEO

Organization/Artist Name:  MoneyRiotGang Music GROUP/Nico Keys

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.5

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: camartin421@gmail.com, Nov 6 ’15 ip: 50.135.154.112

Name: C. A. Martin
Title: Guitarist
Organization/Artist Name: Christopher Martin

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^\text{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^\text{12}\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^\text{13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^\text{14}\)) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^\text{15}\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^\text{16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\(^{11}\) According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, [http://merriam-webster.com/dictionary/substantial](http://merriam-webster.com/dictionary/substantial), Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See [http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm](http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm)). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Ruffcut Anderson

Name: Mark Anderson

Title: Ruffcut Anderson

Organization/Artist Name: Acoustic Union String Band

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,¹ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ta=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}
\textsuperscript{19} \url{http://www.afilias.info/about-us}
\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Rik Yerzik

Signature: ryerzik@gmail.com, Nov 6 '15 ip: 76.25.227.95

Name: Rik Yerzik

Title: Singer/Songwriter

Organization/Artist Name: RYME Music

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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8 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, Pg.2


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\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  jökull

Name:  jökull

Title:  musician

Organization/Artist Name:  jökull

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”7…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
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Re: Support for .MUSIC Community-based Application

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Signature: Damon Smith

Name: Damon Smith
Title: Artist
Organization/Artist Name: K6Y

---

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\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3
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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:    voodooangel@aol.com, Nov 6 '15   ip: 24.228.62.166

Name: Frank Giliberti

Title: Founder

Organization/Artist Name: Aoeria Music

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a

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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Calvin Jackson
don.calvitron@gmail.com, Nov 6 '15  ip: 75.162.104.116
Name: Calvin Jackson
Title: Calvitron
Organization/Artist Name: Calvitron

---

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.2

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.5

4. is the only .MUSIC applicant without a formal Community Objection filed against it;6

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:10

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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Nyjole Dyer

Signature: nyjole@yahoo.com, Nov 6 ’15 ip: 71.226.130.166
Name: Nyjole Dyer
Title: Singer
Organization/Artist Name: NYJOLE Dyer

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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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Dear ICANN and Economist Intelligence Unit (“EIU”):  

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Signature: phil@richpeoples.com, Nov 6 ’15 ip: 50.153.11.35  

Name: Richard Doyen  
Title: Artist  
Organization/Artist Name: Phil T Rich

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.

4. is the only .MUSIC applicant without a formal Community Objection filed against it;

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3. http://music.us/events
4. For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
6. A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”7...aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories.” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392}
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):  

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: chemmis porter  
Name: chemmis porter  
Title: producer  
Organization/Artist Name: black lion entertainment

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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Fielding Period: August 7-11, 2015, Pg. 1,2,3


15 http://music.us/board/

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Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Gavyn Rings

Name: Gavyn Rings

Title: Gavyn

Organization/Artist Name: MC Rings

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

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\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias\textsuperscript{19}, the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
James W Blount, Jr

Name: James W Blount Jr

Title: Psychic Jelly Beans

Organization/Artist Name: www.psychicjellybeans.com

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails;downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁵ http://music.us/supporters and https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails;downloadattachment/142588?t:ac=1392
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


Fielding Period: August 7-11, 2015, Pg. 1,2,3

14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

15 http://music.us/board/

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15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?rc=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: wulverz@gmail.com, Nov 6 '15 ip: 73.222.80.86

Name: Steven Hope

Title: musician

Organization/Artist Name: The Wulvers

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: Louis J McClendon

Title: Mr

Organization/Artist Name: Trunk Muzik Ltd.

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^\text{11}\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^\text{12}\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^\text{13}\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^\text{14}\)) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^\text{15}\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^\text{16}\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\(^{11}\) According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, [http://merriam-webster.com/dictionary/substantial](http://merriam-webster.com/dictionary/substantial), Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See [http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm](http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm)). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.


\(^{13}\) Nielsen / Harris Poll, Quick Query Q3505, [http://music.us/nielsen-harris-poll.pdf](http://music.us/nielsen-harris-poll.pdf)

Fielding Period: August 7-11, 2015, Pg. 1,2,3


\(^{15}\) [http://music.us/board/](http://music.us/board/)

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: sanketshirke

Name: Sanket Shirke

Title: Music Composer And Singer

Organization/Artist Name: Sanket Shirke

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1 [https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string;

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\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a}

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: Riccardo Micalizzi Rossi

Title: FREE MUSIC

Organization/Artist Name: BREVENNA

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
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13 Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3
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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Pr ocess_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: Stephen Lindley

Title: Artist

Organization/Artist Name: Phil Harmonic

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1 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;¹

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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³ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁵ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both \textit{proactive and reactive enforcement measures}, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with \textit{appropriate appeals mechanisms} to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is \textit{accountable to the global Music Community through its Public Interest Commitments}\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?c=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: bass337@gmail.com, Nov 7 '15 ip: 74.75.244.53

Name: Ed Davis
Title: Bass player
Organization/Artist Name: Slygo Road

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14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
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Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

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Signature: 

Name: Ted Brannon
Title: Admiral
Organization/Artist Name: Go! Tsunami

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\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} http://www.wordreference.com/es/translation.asp?tranword=commonly%20known

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

http://music.us/board/


email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^\text{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \(^\text{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) http://www.afilias.info/about-us

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Michael Pettes

Name: Michael Pettes
Title: Rapper
Organization/Artist Name: Big News Ent. / MIC GUTTA

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination.²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

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³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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Footnotes:
7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

15 http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
\textsuperscript{19} http://www.afilias.info/about-us
\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
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Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Laura Anderson Wood
lawood@hotmail.com, Nov 7 '15 ip: 97.80.123.45

Signature:

Name: Laura Anderson Wood
Title: Musician
Organization/Artist Name: LA WOOD

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited
Application ID 1-1115-14110
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1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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² [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392), 18a and 20c
³ [http://music.us/events](http://music.us/events)
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

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\textsuperscript{14} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

\textsuperscript{15} http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  ivanwilliamsbass@hotmail.com, Nov 7 '15  ip: 73.18.155.167

Name: ivan williams
Title: big ive
Organization/Artist Name: big ive

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c

³ http://music.us/events

⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).


⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \texttt{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \texttt{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \texttt{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \texttt{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \texttt{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \texttt{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehade, ICANN President & CEO;
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Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  shashank.gopikrishna@gmail.com, Nov 6 '15 ip: 66.65.73.42

Name: Shashank Gopikrishna
Title: Mr.
Organization/Artist Name: Shashank Gopikrishna

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

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15 http://music.us/board/

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Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: cedriccox
Name: cedriccox
Title: BFG
Organization/Artist Name: CortezBFG

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: dafflerbach@hotmail.com, Nov 7 '15 ip: 99.156.174.68

Name: Dave Afflerbach

Title: Songwriter

Organization/Artist Name: Dave Afflerbach

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-status/applicationdetails:downloadapplication/1392?qt:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”7…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:10

7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11.1 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

11.4 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
11.5 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}.

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  jarhead.beats@gmail.com, Nov 7 '15  ip: 170.253.215.249

Name: Darren Byles
Title: Mr.
Organization/Artist Name: DSharp Beats

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Application ID 1-1115-14110
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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\(^{19}\) http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

**Re: Support for .MUSIC Community-based Application**¹

**Dear ICANN and Economist Intelligence Unit (“EIU”):**

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

**Chris Story**

**Signature:**  chrisstory60@gmail.com,  Nov 7 '15  ip: 70.197.167.23

**Name:** Chris Story

**Title:** Independent Artist

**Organization/Artist Name:** Chris Story

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¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11. Accordin[1] to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: williammckay41@yahoo.com, Nov 7 ’15 ip: 174.29.20.70

Name: William McKay

Title: Songwriter/ composer

Organization/Artist Name: Snoring Dog Music/ William McKay

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination; 2

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings; 3

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI, 4 FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others. 5

4. is the only .MUSIC applicant without a formal Community Objection filed against it; 6

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2 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 18a and 20c
3 http://music.us/events
4 For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
6 A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment7…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

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http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Alma Collins  
Title: performer  
Organization/Artist Name: Magpie Zero/ MaryALma

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.D.s, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 [link to application]

9 CPE Guidelines, Pg.22, and CPE Panel Process Document, [link to application]

10 [link to application]
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: dennyjenk8846@hotmail.com, Nov 7 '15 ip: 104.49.58.201

Name: Denny Jenkins
Title: Founder
Organization/Artist Name: Spirit 2 Spirit Message Music Ministry Communications, Inc.

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited
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⁵ [music.us/supporters](http://music.us/supporters) and [gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?t:ac=1392)
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

Fielding Period: August 7-11, 2015, Pg. 1,2,3

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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: adambyrd101@gmail.com, Nov 7 ’15 ip: 65.186.66.233

Name: Adam Byrd

Title: Singer/Songwriter/Publisher

Organization/Artist Name: Rustic Wood Music/BMI

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Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

³ [http://music.us/events](http://music.us/events)
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


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14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

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\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Li Roos

Name: Li Roos

Title: Mrs

Organization/Artist Name: Ilse Li Roos Kotze

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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  bowie78@rock.com, Nov 6 ‘15  ip: 172.56.6.188

Name:  Billy King

Title:  musician, songwriter, bandleader, piano tuner

Organization/Artist Name:  Champagne Billy King, DaddyRocks! band, BillyKing "The Piano Tuner"

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-applicationstatus/applicationdetails:downloadapplication/1392?at=ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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14 http://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
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email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \(^\text{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afili\(\text{a}^\text{a}\),\(^\text{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^\text{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willet, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
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Signature: 1eddieturner@gmail.com, Nov 7 '15 ip: 97.122.244.167

Name: eddie turner

Title: owner

Organization/Artist Name: eddie turner

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}.

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Signature: Alex Fuentes
Name: Alex Fuentes
Title: Bass player
Organization/Artist Name: Uptown Louie

1 https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

STEVEN KAHN

Signature: lalarecordsllc@gmail.com, Nov 7 '15, ip: 98.116.196.18

Name: Steven Kahn

Title: Public Relations/Marketing

Organization/Artist Name: LaLa Records LLC

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: [...] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \texttt{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \texttt{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \texttt{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \texttt{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \texttt{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?:ac=1392}, 20a

\textsuperscript{15} \texttt{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: skumbagrap361@gmail.com, Nov 7 ’15 ip: 50.141.113.89

Name: joshua commes
Title: owner/sole proprietor
Organization/Artist Name: Colorado's Cheapest Computer Repair

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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10 [http://music.us/expert/letters](http://music.us/expert/letters)
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\(^{13}\) Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf

Fielding Period: August 7-11, 2015, Pg. 1,2,3

\(^{14}\) https://gtldresult.icann.org/application-
result/applicationstatus/applicationdetails:downloadapplication/1392?at=ac=1392, 20a

\(^{15}\) http://music.us/board/

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Ted Kingston

Name: Ted Kingston

Title: Mr

Organization/Artist Name: el Fresco

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?tae=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}\textsuperscript{19} \url{http://www.afilias.info/about-us}\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Alan Babcock  
Name: Alan Babcock  
Title: none  
Organization/Artist Name: Alan Babcock

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

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11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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11 According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gltresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: Mr. Kieran Mc Kenna

Name: Kieran Mc Kenna

Title: Mr

Organization/Artist Name: Kieran Mc Kenna

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”\(^9\) that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;\(^10\)

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\(^7\) The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\(^9\) or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\(^1\)) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\(^1\) In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\(^1\)) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\(^1\)

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\(^1\) These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

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\(^1\) [http://music.us/board/](http://music.us/board/)

email authentication verification process; a priority-based launch phase\(^\text{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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14. has partnered with Afilias,\(^\text{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

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\(^\text{19}\) http://www.afilias.info/about-us

Dr. Steve Crocker, Chairman of the ICANN Board;
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Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: ERROL BAILEY

Name: ERROL BAILEY

Title: MUSIC

Organization/Artist Name: LLYLO/SLANLILL

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;\(^2\)

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;\(^3\)

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,\(^4\) FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.\(^5\)

4. is the only .MUSIC applicant without a formal Community Objection filed against it;\(^6\)

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\(^2\) [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 18a and 20c

\(^3\) [http://music.us/events](http://music.us/events)

\(^4\) For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See [http://isrc.ifpi.org/en](http://isrc.ifpi.org/en)). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See [http://ifpi.org/what-we-do.php](http://ifpi.org/what-we-do.php)).

\(^5\) [http://music.us/supporters](http://music.us/supporters) and [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392)

\(^6\) A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”7...aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”8

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”9 that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;10

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

15 http://music.us/board/

email authentication verification process; a priority-based launch phase\(^{17}\) for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\(^{18}\) a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\(^{19}\) the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\(^{20}\) that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\(^{17}\) Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: aehillfamily@gmail.com, Nov 8 '15 ip: 108.49.87.27

Name: Anna E Hill
Title: Singer, songwriter
Organization/Artist Name: Dodeca

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Fielding Period: August 7-11, 2015, Pg. 1,2,3

14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a

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Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Daz Collins
Title: Mr.
Organization/Artist Name: GARVIES

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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

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\textsuperscript{15} \url{http://music.us/board/}

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12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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Christine Willett, ICANN Vice-President of gTLD Operations;
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: rhett@rhettmay.com.au, Nov 8 '15 ip: 59.100.28.134

Name: Rhett May

Title: Singer/Songwriter/Company Director

Organization/Artist Name: Rhett May Music

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;¹

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392}, 20a

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13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
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Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Name: Don Clark

Title: Singer/Songwriter

Organization/Artist Name: Uncle Don Clark

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Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
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7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are sole community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members.” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

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13 Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 http://music.us/board/
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\(^{19}\) [http://www.afilias.info/about-us](http://www.afilias.info/about-us)

Dear ICANN and Economist Intelligence Unit ("EIU"):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
G. McLoughney

Name: Greg McLoughney
Title: Mr.
Organization/Artist Name: The Roseberry Jam

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10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11}\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12}\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13}\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14}\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392}, 20a

\textsuperscript{15}\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.

\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gltresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: tizokbl@gmail.com, Nov 6 '15  ip: 201.141.216.140

Name: Tizok Briseño López

Title: .music ok

Organization/Artist Name: Ti ZoK

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

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14 Fielding Period: August 7-11, 2015, Pg. 1,2,3
16 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

John Sullivan  
Singer/Songwriter/Guitarist  
Organization/Artist Name: John Sullivan

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

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14 Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
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\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willet, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

S.P

Signature:  impercyboy@gmail.com, Nov 9 '15  ip: 164.151.130.114

Name: Sir Percy

Title: Mr.

Organization/Artist Name: Sir Percy

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1 [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
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5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment” aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;[10]

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?r:ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75\% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”\textsuperscript{14}) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

\textsuperscript{11} According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, \url{http://merriam-webster.com/dictionary/substantial}, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See \url{http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm}). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

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email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF),\textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias,\textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.


\textsuperscript{19} http://www.afilias.info/about-us

\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392
Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit ("EIU"):  
Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: bootsycoleman@gmail.com, Nov 9 '15  
Name: BOOTSY COLEMAN

Title: ARTIST/PRODUCER

Organization/Artist Name: TSM/IPE

1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
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8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


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8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
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19 http://www.afilias.info/about-us

20 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ct=ac=1392
Re: Support for .MUSIC Community-based Application

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Signature: rogerf00@mac.com, Nov 8 '15 ip: 173.56.91.227

Name: Roger Friedman

Title: Musician

Organization/Artist Name: Roger Street Friedman

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;²

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15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

\textsuperscript{17} Registrants must comply with naming conditions only allowing them to legitimately register their own name while preventing illegitimate, bad faith registrations and user confusion. This phase provides better protection against abuse or impersonation, offers Community members a cost-effective alternative to the Sunrise phase (or an Early Access Program used by other registries) and helps spur adoption.
\textsuperscript{19} http://www.afilias.info/about-us
\textsuperscript{20} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392
Re: Support for .MUSIC Community-based Application

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Niran Fernan

Signature: niranfernan@gmail.com, Nov 9 ’15 ip: 112.134.51.212

Name: Niran Fernan

Title: Musician/Singer

Organization/Artist Name: Niran Fernan

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

1. is the only .MUSIC applicant that follows unified principles, ideals and mission that the entire Community subscribes to, such as: creating a trusted identifier and safe haven for music consumption, protecting musicians’ rights and intellectual property, fighting copyright infringement/piracy, supporting fair compensation and music education, and following a multi-stakeholder approach of representation of all types of global music constituents without discrimination;²

2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

4. is the only .MUSIC applicant without a formal Community Objection filed against it;⁶

² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
³ http://music.us/events
⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment⁷…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”⁸

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible”⁹ that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string;¹⁰

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⁷ The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

⁸ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


¹⁰ http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.” In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”) matches with the string;

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector. These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and  

11. According to Merriam-Webster dictionary, “substantial” is defined as “considerable in quantity: significantly great” (See, http://merriam-webster.com/dictionary/substantial, Definition 3b) or “being largely but not wholly that which is specified”). Section 1855(d)(2)(A) of the Balanced Budget Act of 1997 defined “substantial proportion” is “significantly more than the majority” (See http://gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm). DotMusic delineated the Community based on MCMO membership and/or NAICS “music” subset codes (Every NAICS code is preceded by “music” to ensure the string matches the community defined and exclude entities without an association or essential relationship with “music” i.e. casual entities without the requisite awareness or recognition of the community are excluded). The substantial majority of the Community is represented by “Musical groups and artists” category (NAICS code 711130) which alone considerably exceeds all the other delineated “music” NAICS subset codes (limited to only “music” entities) combined.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 http://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
15 http://music.us/board/
email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

12. mandates that all Community members must certify their agreement to the music-tailored DotMusic Registration Policies, including restricting Content and Use to legal, music-related content and activities and not allowing parking pages;

13. commits to implement both proactive and reactive enforcement measures, such as proactive zone screening, Community crowdsourced enforcement and random compliance checks, with appropriate appeals mechanisms to fix compliance issues under its music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (MPCIDRP), including independent dispute resolution via the National Arbitration Forum (NAF), \textsuperscript{18} a Sunrise Challenge process and appropriate procedures to allow governments, public authorities or IGO’s to challenge abuses of names with national or geographic significance;

14. has partnered with Afilias, \textsuperscript{19} the backend registry provider for .ORG, to power .MUSIC domains. Afilias has the strongest background, track record and experience of any other .MUSIC backend registry provider. Afilias is the world’s second largest Internet domain name registry with over than 20 million domain names under management, which is more than all other .MUSIC applicants combined; and

15. is accountable to the global Music Community through its Public Interest Commitments\textsuperscript{20} that clarify its commitment to serve the global Music Community and public interest, while also addressing any concerns the Community may have.

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\textsuperscript{18} See DotMusic MPCIDRP at \url{http://www.adrforum.com/RegistrySpec} and \url{http://www.adrforum.com/users/odr/resources/Music_Policy_and_Copyright_Infringement_Dispute_Resolution_Process_final%20(2).docx}

\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. For the Letter of Support rationale, please read the subsequent pages.

Signature: [Signature]

Name: Michael S Hartman

Title: Singer Songwriter

Organization/Artist Name: Mike Hartman Music

¹ [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392), DotMusic Limited Application ID 1-1115-14110
Please accept this Letter of Support for DotMusic Limited’s .MUSIC community-based application because DotMusic:

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2. developed its Mission and Registration Policies using a consensus-driven, bottom-up methodology via feedback and universal principles collected in its ongoing, extensive public global communication outreach campaign launched in 2008 spanning hundreds of events and community meetings;³

3. is supported by an "(industry) community" of non-negligible, relevant organizations with members representing over 95% of music consumed globally (i.e. a majority of the Community defined), including many entities mainly dedicated to the Community, such as the IFPI,⁴ FIM, ICMP, IFACCA, IAMIC, ISME, A2IM, WIN, NAMM, RIAA, NMPA and others.⁵

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² https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 18a and 20c
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⁴ For example, the IFPI is considered an organization mainly dedicated to the Community defined because the IFPI administers the International Standard Recording Code (ISRC), the international identification system and global industry standard for sound recordings and music video recordings (See http://isrc.ifpi.org/en). The IFPI’s activities serve the legitimate interests of the entire Community e.g. promoting the value of music, lobbying to serve the music sector’s interests in government and legislative issues, and taking down mass copyright infringing websites illegally distributing music affiliated with the entire Community (See http://ifpi.org/what-we-do.php).
⁶ A few spurious opposition letters were recently filed for the purpose of obstruction just before the Community Priority Evaluation began despite the community application being public for comments for over 3 years. Such letters are considered irrelevant because they were orchestrated by competitors. Furthermore, the senders are negligible in terms of size or relevance with respect to music as determined by a web search on those opposing entities i.e. none of these entities are globally-recognized music organizations of substantial size. Furthermore, the opposition is not of reasoned nature because it opposes ICANN-mandated Guidelines that community applicants must follow (e.g. Community eligibility policies must restrict membership to Community members). Such opposition is time-barred and has been developed with years of consultation with the ICANN Community. DotMusic does not claim to represent the interests of every single Community member as some opposition letters claim. However, pursuant to the Guidelines the DotMusic community application “has multiple organizations supporting the application, with documented support from organizations representing a majority of the overall community addressed” i.e. “has support from the majority of the recognized community member organizations.”
5. commits to align its music-tailored Registration Policies with its articulated community-based purpose to serve the legitimate interests of the Community;

6. commits to “use clear, organized, consistent and interrelated criteria to demonstrate Community Establishment”…aligned with [its] community-based Purpose” and uphold its established Community definition of a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” that “encompasses global reaching commercial and non-commercial stakeholders, and amateur stakeholders;”

7. has independent testimonies and disclosures from 43 experts, including 33 Ph.Ds, that provide evidence and “conclusions that are compelling and defensible” that prove beyond reasonable doubt, that DotMusic’s community-based application for .MUSIC exceeds the CPE criteria for Community Establishment, Nexus and Support, agreeing that the defined community is accurate and matches the applied-for string:

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7 The AGB also has no language disallowing membership based on participation in the community defined (e.g. in the prevailing .RADIO CPE Determination, the EIU was able to conclude that the .RADIO community is “clearly defined” and that, solely on the basis of being “participants in this clearly defined industry, they have an awareness and recognition of their inclusion in the industry community.” Pg.2). Furthermore, a non-exhaustive list of membership criteria was allowed by the AGB, which may include: (i) “a logical alliance members based on categories that are solely community-related” i.e. in the case of music, they are music-related (e.g. in the prevailing .HOTEL CPE Determination, the EIU awarded full points for Community Establishment for a community definition that is comprised of “categories [that] are a logical alliance of members,” Pg. 2); (ii) “self-identification” in a community e.g. identifying that they have a tie with the community (e.g. in the prevailing .OSAKA CPE Determination, the EIU awarded full points for Community Establishment and Nexus for a community definition that stated that: “[m]embers of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following: […] Entities, including natural persons who have a legitimate purpose in addressing the community,” Pg. 2); (iii) allowing different types of membership just as long as there is demonstrable involvement in community-related activities that may vary among member constituent types (e.g. in the prevailing .ECO CPE Determination, the EIU awarded full points for Community Establishment stating that “the application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who “demonstrate active commitment, practice and reporting.” This involvement may vary among member categories,” Pg.2); (iv) those who have a legitimate purpose in addressing the community e.g. by certifying to abide to a set of community-tailored registration requirements that are aligned with the goals of the community i.e. are aligned with the community’s mission and purpose.

8 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a


10 http://music.us/expert/letters
8. has defined the Community consistently to match the string allowing all legitimate music constituents with the requisite awareness of the Community to be able to register a .MUSIC domain without a conflict of interest, over-reaching\textsuperscript{11} or discrimination.

9. has provided an independent poll, conducted by independent polling organization Nielsen/Harris Poll, to address whether the string and DotMusic’s defined community fulfill the “Nexus” criterion that requires that the string is commonly-known (i.e. known by most people\textsuperscript{12}) and associated with the identification of the community defined. Most people, 1562 out of 2084 (i.e. 75% of the respondents) responded “Yes.”\textsuperscript{13} In conclusion, a majority of the general public agreed that DotMusic’s associated definition of the community addressed (i.e. “a logical alliance of communities of individuals, organizations and business that relate to music”)\textsuperscript{14} matches with the string:

10. is governed by the multi-stakeholder global Music Community with a diverse Policy Advisory Board encompassing commercial, non-commercial and amateur music-related constituent types;\textsuperscript{15}

11. has enhanced safeguards to increase trust, protect copyright and prevent cybersquatting taking into consideration that Music is recognized by recent ICANN Resolutions and GAC Advice as a regulated, sensitive sector.\textsuperscript{16} These enhanced safeguards include: restricting eligibility to Community members with the requisite awareness of the Community defined without discrimination; only allowing legal music content and usage; no parking pages; stopping domain hopping; anti-piracy takedown policies; authorization provisions; permanent blocks; privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and

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\textsuperscript{12} \url{http://www.wordreference.com/es/translation.asp?tranword=commonly%20known}

\textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, \url{http://music.us/nielsen-harris-poll.pdf}

\textsuperscript{14} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392}, 20a

\textsuperscript{15} \url{http://music.us/board/}

email authentication verification process; a priority-based launch phase\textsuperscript{17} for Community members belonging to Music Community Member Organizations (MCMOs); naming conditions only allowing registrants to register their name, acronym or Doing Business As; and, a Globally Protected Marks List (GPML) to protect famous music brands;

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\textsuperscript{19} \url{http://www.afilias.info/about-us}

\textsuperscript{20} \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?t:ac=1392}