November 23, 2015

Re: Over 100 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 100 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 FAQ\(^2\), 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](http://www.music.us)  
Email: paul@music.us  
Supporting Organizations: [http://www.music.us/supporters](http://www.music.us/supporters)  
Multi-Stakeholder Governance Board: [http://www.music.us/board](http://www.music.us/board)

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\(^1\) See [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/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. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: imogen@imogenheap.com, Nov 21 ’15 ip: 109.159.74.206

Name: imogen heap

Title: Director

Organization/Artist Name: Megaphonic Records/ Imogen Heap

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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 (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf ). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. 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. 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, 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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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.


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 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”):

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Signature: paulpakanowski@rogers.com, Nov 14 '15 ip: 99.228.111.155

Name: Paul Pacanowski

Title: Mr.

Organization/Artist Name: Mellifluence

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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} Fielding Period: August 7-11, 2015, Pg. 1,2,3
\textsuperscript{15} https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392, 20a
\textsuperscript{16} http://music.us/board/

\textsuperscript{17} https://www.icann.org/en/system/files/briefing-materials-2-05feb14-en.pdf, Pg.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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Signature:  
Name: Alan Gallagher  
Title: Songwriter  
Organization/Artist Name: Alan gallagher

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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\(^\text{12}\)) 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)


\(^{15}\) [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-applicationresult/status/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. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Mark McKechnie  
Title: Principal  
Organization/Artist Name: Mark McKechnie

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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 (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf ). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. 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. 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:

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\item http://www.wordreference.com/es/translation.asp?tranword=commonly%20known
\item Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
\item Fielding Period: August 7-11, 2015, Pg. 1,2,3
\item 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 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?tc=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. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Patrick Lehman
Name: Patrick Lehman
Title: artist / label
Organization/Artist Name: September Soul Productions

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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14 http://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?;ac=1392, 20a
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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}

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Fernando Scatozza

Signature: fscatozza@yahoo.ca, Nov 14 '15  ip: 72.39.236.207

Name: Fernando Scatozza

Title: producer/recording/performing artist

Organization/Artist Name: Fernando Scatozza

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
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 (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. 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. 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. 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

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:

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 privacy/proxy provisions; true name/address mandates; trusted sender complaints; registrant validation via a mandatory two-step phone and validation process; and 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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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\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

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. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature:  cdunnett@aol.com, Nov 14 '15  ip: 76.22.152.15

Name: Chris Dunnett

Title: CEO

Organization/Artist Name: Chris Dunnett

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
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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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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} Fielding Period: August 7-11, 2015, Pg. 1,2,3
\textsuperscript{15} https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392, 20a
\textsuperscript{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{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://gldresult.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 Application

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

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Hugh Fraser  
Name: Hugh Fraser  
Title: Mr.  
Organization/Artist Name: None

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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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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. 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{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;
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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. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Leonel Leon

Signature: headlocked@gmail.com, Nov 21 '15 ip: 72.229.212.182

Name: Leonel Leon

Title: Dr.

Organization/Artist Name: Imogen Heap

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 (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf ). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. 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. 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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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-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; 
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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: [Signature]

Name: Krishan agarwal

Title: President

Organization/Artist Name: Lcp 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 infringementpiracy, 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\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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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}

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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: travisedwardspd1@gmail.com, Nov 9 '15  ip: 146.111.138.224

Name: Travis Edwards
Title: Mr.
Organization/Artist Name: 2-bit

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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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:

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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{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.

Michael Casey

Signature: mike@mikecaseyjazz.com, Nov 5 '15  ip: 73.234.228.29

Name: Michael Casey

Title: Saxophonist

Organization/Artist Name: Mike Casey Music, 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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\(^2\) [htp://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

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  \item Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
  \item Fielding Period: August 7-11, 2015, Pg. 1,2,3
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\textsuperscript{19} http://wwwafilias.info/about-us

\textsuperscript{20} 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: Peter Eisenkramer

Name: Peter Eisenkramer
Title: Band Leader
Organization/Artist Name: The Thunderballs featuring NL Dennis

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\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}

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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: karlego.nchoe@gmail.com, Nov 9 ’15 ip: 41.161.104.84

Name: Succezz Lepora

Title: Director

Organization/Artist Name: Succezz Lepora

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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 [gtldresult.icann.org/application-status/applicationdetails:downloadattachment/142588?t:ac=1392](https://gtldresult.icann.org/application-status/applicationdetails:downloadattachment/142588?t:ac=1392), 18a and 20c
³ [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 [music.us/supporters](http://music.us/supporters) and [gtldresult.icann.org/application-status/applicationdetails:downloadattachment/142588?t:ac=1392](https://gtldresult.icann.org/application-status/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?tc=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{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.

David Foster-Smith

Signature:

Name: david foster-smith

Title: Mr

Organization/Artist Name: Move Over Dali

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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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¹ 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:

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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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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?ac=1392, 20a

15 http://music.us/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\(^1\)

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: Kathleen D. Smith
Name: Kathleen D. Smith
Title: Office Manager
Organization/Artist Name: G.E.

\(^1\) [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 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\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}
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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

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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 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 Harley

Name: Sean Harley

Title: Musician

Organization/Artist Name: Trench Town Oddities

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:

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\(^\text{11}\) 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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Fielding Period: August 7-11, 2015, Pg. 1,2,3


\(^\text{15}\) [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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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}

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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: Sidney Jordan  
Title: Mr.  
Organization/Artist Name: J2G Records

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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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\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:  verdonv@gmail.com, Nov 10 ’15 ip: 198.96.78.130

Name: Verdon Vaillancourt

Title: Musician

Organization/Artist Name: NorthFacing Folk / Verdon Vaillancourt

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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

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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)).
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[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. 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?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-tailed .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 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.

M. Parson

Signature: warahoun@gmail.com, Nov 10 ’15 ip: 69.159.192.3

Name: Michelle Parson

Title: Vocalist

Organization/Artist Name: MOKA, Maestre and Friends

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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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


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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 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:  Jason Grilo  
Title:  Manager  
Organization/Artist Name:  White Lightning

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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, \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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\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;

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

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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.

Wilz Leadbetter

Signature:  wilz@srl-ltd.com, Nov 10 '15 ip: 5.80.252.80

Name: Wilz Leadbetter

Title: Mr

Organization/Artist Name: Stage Repertoire Logistics Ltd

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”;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-
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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

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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: Gregory J VanBoven

Title: Musician - Arranger - Copyist - Trumpet/flugelhorn player

Organization/Artist Name: GVanBoven

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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
15 http://music.us/board/
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**Re: Support for .MUSIC Community-based Application¹**

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**Signature:**

Brian Sklar

**Name:** Brian Sklar

**Title:** President

**Organization/Artist Name:** Regina Musicians Association, Local 446 AFM/CFM

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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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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.govfdsys/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{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\(^1\)

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: me@andydunn.ca, Nov 10 ’15 ip: 68.232.95.108

Name: Andrew M Dunn

Title: Managing Director

Organization/Artist Name: Cross Words Music International

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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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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://gtdresult.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
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.

![Michael Meehan's Signature]

Signature: michael.meehan@live.com, Nov 10 '15 ip: 65.95.193.231

Name: Michael Meehan

Title: Supported, musician, father to a musician

Organization/Artist Name: Two Dollar Bills, Dan James

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 July 11, 2015, Pg. 1,2,3
15 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?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

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 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: nickharding123@gmail.com, Nov 10 '15

Name: Nicholas Harding

Title: Mr

Organization/Artist Name: Nicholas Harding

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](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. 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 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/
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;  
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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.

Signature: Wilma Cromwell  
Name: Wilma Cromwell  
Title: Treasurer  
Organization/Artist Name: COAPA - Coalition of Artistes Promoting Artistes

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).
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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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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\(^{17}\) 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)

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: plughead123@hotmail.com, Nov 10 '15 ip: 24.141.52.31

Name: N Jay Burr

Title: Musician composer producer recording engineer

Organization/Artist Name: PlugHead 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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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-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 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: Andrew Petrasiuunas

Title: CEO

Organization/Artist Name: Threshold 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

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 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/
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

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: Peter Kaz
Title: CEO / Artist Management
Organization/Artist Name: One 11 Music Group Inc.

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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;²

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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://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{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?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 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: Sylvain Lavoie
Title: President
Organization/Artist Name: La Slyroom Recording 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:

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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\(^2\) [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

\(^3\) [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)).

\(^5\) [music.us/supporters](http://music.us/supporters) and [gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadattachment/142588?ac=1392](http://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.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 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\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:  
Name: Robert Clinton Campbell  
Title: Co-owner  
Organization/Artist Name: Campbell + Green / ROCA Music

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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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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\(^{17}\) 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"):

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D. Dragan

Signature: d.dragan84@gmail.com, Nov 10 '15

Name: Darrin Dragan

Title: Ceo

Organization/Artist Name: Majestic Records / AF Publishing

1 https://gtldresult.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;

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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
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; 
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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:  keeper@ayelighthouse.info,  Nov 10 '15  ip: 142.46.193.2

Name: Rhonda Lee Read (RL)

Title: Mrs.

Organization/Artist Name: Aye Lighthouse Counseling

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](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?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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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 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/
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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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;
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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: forcethethorse@shaw.ca, Nov 10 '15 ip: 68.150.222.94

Name: Brian Burshtinski

Title: Musician, recording mixing engineer, studio owner

Organization/Artist Name: BB 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.\(^5\)

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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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
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15 http://music.us/board/
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18 See DotMusic MPCIDRP at http://www.adrforum.com/RegistrySpec and

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”):

Please 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.i.swartz@gmail.com, Nov 10 ’15 ip: 108.180.26.250

Name: Gary Swartz

Title: Lyricist

Organization/Artist Name: Whispers of the Heart - musical

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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 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, 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?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: Dan Barkley

Name: Dan Barkley

Title: Mr.

Organization/Artist Name: Dan Barkley

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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

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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;”

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Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 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: Caroline Lambert-Mimnaugh  
Name: Caroline Lambert-Mimnaugh  
Title: Music Manager  
Organization/Artist Name: WiL

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

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Re: Support for .MUSIC Community-based Application¹

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Signature: micheline@videotron.ca, Nov 10 '15   ip: 70.81.234.167

Name: Micheline Emond

Title: Songwriter

Organization/Artist Name: Micheline Emond

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, 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 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


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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.

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.

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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: Daniel Greer

Name: Daniel Greer

Title: Mr

Organization/Artist Name: Get Bent Records

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\(^{12}\) \[http://www.wordreference.com/es/translation.asp?tranword=commonly%20known\]

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

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

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

\(^{16}\) \[https://www.icann.org/en/system/files/briefing-materials-2-05feb14-en.pdf, Pg.3\]
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\textsuperscript{20} See 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: Bryon Tosoff

Name: Bryon Tosoff

Title: Musician Composer

Organization/Artist Name: Bryon Tosoff

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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;

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

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.

Bill McBirnie

Signature: extremeflute@look.ca, Nov 10 '15 lp: 162.222.83.12

Name: Bill McBirnie

Title: Principal

Organization/Artist Name: Extreme Flute

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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

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;

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://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 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 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:  
Name: Michael Gerbrandt  
Title: Composer, Producer, Publisher  
Organization/Artist Name: NineplusOne, Gerbrandt

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).
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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?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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Fielding Period: August 7-11, 2015, Pg. 1,2,3
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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: Cheryl hutchinson

Title: Composer

Organization/Artist Name: None

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

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

\textsuperscript{20} [https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?ac=1392)
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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.

M.J. Russell

Signature:  janusproductions@gmail.com, Nov 10 '15  ip: 173.33.13.164

Name: Mary-Jane Russell

Title: Managing Partner

Organization/Artist Name: Janus Productions/Nick Blagona

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 wereorchestrated 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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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_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 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: Julia Fountain  
Title: Owner/teacher  
Organization/Artist Name: Fountain Music Studio

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1 https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited  
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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: May Ling Ko
Title: Artist Manager
Organization/Artist Name: Chugg Entertainment

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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.”
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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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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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?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: Dave McManus
Name: Dave McManus
Title: Musician
Organization/Artist Name: The Junction City All-Stars

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

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Signature: chcarmichael@shaw.ca,  Nov 10  ’15  ip: 142.22.74.130

Name: Chris carmichael

Title: Mr.

Organization/Artist Name: Music teacher high school

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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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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: Chris Reuber  
Title: Owner / President  
Organization/Artist Name: Gut Level 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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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, 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 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 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: David Lines
Title: Musician/producer
Organization/Artist Name: David Lines/David Paul Lines/Dave Lines

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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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;[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 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;

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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}
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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: brian@theatreyk.ca, Nov 10 '15 ip: 64.247.139.199

Name: Brian Wainwright

Title: Producer, Director, Co-Author of Musicals, Piano Technician

Organization/Artist Name: Theatre YK, Yellowknife, NWT

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

\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.


\(^{19}\) 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: Chrysanthema

Name: Chrysanthema Pashunkova-Nikol

Title: PhD Violinist, Baroque Violinist

Organization/Artist Name: Artistic Director/Owner: Violino School of Music for gifted youth

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?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} \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\(^\text{17}\) 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

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: Greg Holmes

Name: Greg Holmes

Title: Owner

Organization/Artist Name: GHServices

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.”
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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/
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
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^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: Steve Elliott  
Title: Producer  
Organization/Artist Name: Acoustic Guitar Workshop

^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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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 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?t: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;

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

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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: George Baumann

Title: Percussionist/Saxophonist/Arranger/Composer

Organization/Artist Name: George Baumann

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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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)).


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.”

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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


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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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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:  Sharie Atley

Name:  Sharie Atley
Title:  Piano Teacher
Organization/Artist Name:  Chilliwack Academy of Music

¹ https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392, DotMusic Limited Application ID 1-1115-14110
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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}. 
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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.

Barry McVicker

Signature:  barry.mcvicker@gmail.com, Nov 11 '15  ip: 208.114.153.116

Name: Barry McVicker

Title: owner

Organization/Artist Name: Cedar Valley 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;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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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”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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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://www.gpo.gov/fdsys/pkg/FR-1998-04-14/html/98-9810.htm](http://www.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

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;  
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  

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Beryl Macleod

Signature:  backstage@tywo.ca, Nov 11 *15  ip: 173.32.235.105

Name: Beryl Macleod
Title: Executive Director
Organization/Artist Name: Toronto Youth Wind Orchestra

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\item \textsuperscript{13} Nielsen / Harris Poll, Quick Query Q3505, http://music.us/nielsen-harris-poll.pdf
\item \textsuperscript{14} Fielding Period: August 7-11, 2015, Pg. 1,2,3
\item \textsuperscript{15} https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ta=1392, 20a
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Signature:  
Name: Deborah Judith  
Title: Ms.  
Organization/Artist Name: Piano Artistry and Instruction

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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

\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 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\(^1\)

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: vibeman@arnoldfaber.com, Nov 11 '15 ip: 99.225.161.213

Name: Arnold Faber

Title: Musician/Composer

Organization/Artist Name: Arnold Faber

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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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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 members.”
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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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.

\begin{footnotesize}
\begin{itemize}
\item[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.
\item[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}
\item[19] \url{http://www.afilias.info/about-us}
\item[20] \url{https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadpicposting/1392?r:ac=1392}
\end{itemize}
\end{footnotesize}
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: Deborah Wood
Name: Deborah Wood
Title: Owner / operator
Organization/Artist Name: Deborah Wood Publicity

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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.”
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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 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}

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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: [Signature]

Name: Donald Jeffrey Campbell

Title: Singer/Songwriter

Organization/Artist Name: Jeff Campbell / The Mainlanders

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.”
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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\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\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: al.bent@eastlink.ca, Nov 11 '15 ip: 71.7.217.150

Name: Allister Bennett

Title: Musician, Producer, Arranger, Private Instructor

Organization/Artist Name: Albent Music

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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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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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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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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

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.

L Carrigan

Name: Linda Carrigan
Title: Publisher
Organization/Artist Name: Moon Ghost 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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Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature:  meeguk_music@hotmail.com,  Nov 11 '15  ip: 205.206.199.72

Name:  Jenn Beaupre

Title:  Singer/songwriter/voice coach

Organization/Artist Name:  Jenn Beaupre

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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 using 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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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.

7 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.

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

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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

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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.

Eric Claybourne

Signature: ceebdreadlocks@gmail.com, Nov 11 ‘15 ip: 99.252.130.2

Name: eric claybourne

Title: emcee

Organization/Artist Name: ceeb dread

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

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Signature:  
Name: jerry m nolan
Title: retiree
Organization/Artist Name: citizen

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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{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 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: ricmnieleon@yahoo.ca, Nov 10 '15  sp: 70.67.252.62

Name: Ron Nielson

Title: singer

Organization/Artist Name: Honky Tonk Habit

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\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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Re: Support for .MUSIC Community-based Application¹

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

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Signature: Joseph Gomez online@gmail.com, Nov 11 '15 ip: 24.235.195.189

Name: Joseph Gomez
Title: Musician
Organization/Artist Name: Joseph Gomez

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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?t:ac=1392}, 20a

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Re: Support for .MUSIC Community-based Application¹

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

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Gaetan Blais

Signature: gbhexa@gmail.com, Nov 11 '15 ip: 216.113.111.142

Name: gaetan blais

Title: musicien

Organization/Artist Name: Gaëtan Blais

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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://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 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.

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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](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:  Justin McGurk

Name: Justin McGurk

Title: Mr

Organization/Artist Name: Justin McGurk & The Boogie Men

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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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

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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{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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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: Robert Nix

Name: Robert Nix
Title: Musician
Organization/Artist Name: Robert Nix

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

\textsuperscript{20} https://gldresult.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: Benjamin Reyes  
Title: Musician, Producer  
Organization/Artist Name: B Jam N Productions

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\(^\text{11}\) 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” 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.


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

\(^{14}\) 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;

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;
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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.

Nate Gerber

Signature: nategerber@gmail.com, Nov 12 '15 ip: 209.197.142.173

Name: Nate Gerber

Title: Singer/Composer/Producer

Organization/Artist Name: Nate Gerber

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

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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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Nathan Melanson

Signature: operationmayhembusiness@gmail.com, Nov 6 '15 ip: 173.162.241.217

Name: Nathan Melanson

Title: Mr.

Organization/Artist Name: OperationMayhem

¹ 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

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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 Fielding Period: August 7-11, 2015, Pg. 1,2,3
16 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

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.

Melinda Vieira

Name: Melinda Vieira
Title: Music Therapist
Organization/Artist Name: Regina Qu'Appelle Health Region

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-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 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-tailed 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\(^{17}\) 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

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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: Alan Jarvis

Name: Alan Jarvis

Title: Owner

Organization/Artist Name: Alan Jarvis - Squishy Music Recording Studio

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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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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 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: Colleen Marion Branson

Title: Teacher

Organization/Artist Name: ColleenBransonPiano.mymusicstaff.com

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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{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), \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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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.

Katya Pine

Signature: katyapineproductions.ca, Nov 12 '15  ip: 206.116.70.34

Name: Katya Pine
Title: Composer
Organization/Artist Name: Pine Productions

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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;

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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.

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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

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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.

Mike Campbell

Signature:  902mike@gmail.com, Nov 13 ’15 ip: 24.222.114.66

Name:  Mike Campbell

Title:  Musician/producer

Organization/Artist Name:  Mike Campbell

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

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Signature:Joseph Benoit

Name: Joseph Benoit
Title: auteur-compositeur-interprète
Organization/Artist Name: awi

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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

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
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 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 S. Hogan

Signature: mandrax60@yahoo.com, Nov 12 '15  ip: 75.69.255.171

Name: Michael S. Hogan

Title: Artist, Player of all sorts of instruments, why limit yourself!

Organization/Artist Name: Michael S. Hogan

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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
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:

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?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. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: cohara@reeltimes.ns.ca, Nov 15 ‘15  ip: 142.134.224.145

Name: C O'Hara

Title: President

Organization/Artist Name: Reel Time Recorders

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
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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”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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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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14 Fielding Period: August 7-11, 2015, Pg. 1,2,3
15 https://gtdresult.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), 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 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;  
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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. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature:

Amanda Schenstead

Name: Amanda Schenstead

Title: Music Therapist

Organization/Artist Name: Regina Qu'Appelle Health Region

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 (See [https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf](https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf)). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. 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. 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](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/)
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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), \(^{18}\) 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

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
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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. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: info@anastasiaamusic.net, Nov 16 '15 ip: 174.119.128.37

Name: Anna Andranov
Title: CEO label owner and recording artist
Organization/Artist Name: Anastasia A (AnastasisiaAmusic)

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?ac=1392](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?ac=1392), 18a and 20c

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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 or discrimination.

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4. Fielding Period: August 7-11, 2015, Pg. 1,2,3
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\textsuperscript{19} http://www.afilias.info/about-us
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Dear ICANN and Economist Intelligence Unit (“EIU”):

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Signature:  
Name: Terrelle Davis  
Title: Terrelle Davis  
Organization/Artist Name: Terrelle Davis

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 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?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

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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. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

**Signature:**

**Name:** Theo Lawewnce

**Title:** Mr. President CEO Manager Recording Artists

**Organization/Artist Name:** MAC TL PRODUCTIONS LLC/THEO LAWRENCE

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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
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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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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. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: Andrew Scinto
Name: Andrew Scinto
Title: Mr.
Organization/Artist Name: Churchill Public School

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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{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:  infinitecloudmusic@yahoo.ca, Nov 14 '15 ip: 154.5.102.120

Name: RON BYRON

Title: OWNER/PRODUCER/MUSICIAN

Organization/Artist Name: INFINITE CLOUD 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

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 (See https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. 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. 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
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; 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 \textit{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_Pro cess_final20(2).docx}

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

\textsuperscript{20} \url{https://gtldresult.icann.org/applicationresult/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. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Adam Christie  
Title: Mr  
Organization/Artist Name: Dirty Fire Project

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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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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. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: jll28@ymail.com, Nov 20 '15 ip: 74.73.51.0

Name: Jeremy Lloyd

Title: Artist/Producer/Songwriter

Organization/Artist Name: Marian Hill

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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 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;
Fadi Chehadé, ICANN President & CEO;
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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 Application

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

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature: dirtydavidsilverman@yahoo.com, Nov 20 '15 ip: 66.104.65.35

Name: David Silverman
Title: Musician

Organization/Artist Name: Marvin's Son

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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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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 (See [https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf](https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf)). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. 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. 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.

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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\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 Application¹

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

Please accept this Letter of Support for DotMusic’s .MUSIC community-based application. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature:  

Name: Holly Winn

Title: Founder of Vortex E.G.

Organization/Artist Name: Vortex E.G.

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 (See https://www.icann.org/en/system/files/ correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf ). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. 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. 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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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{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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\(^{17}\) 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”):

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Signature:  
Name: Neill Grant
Title: Director
Organization/Artist Name: CaN Productions Ltd

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 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}

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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. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature:   steveriversmusic@gmail.com, Nov 14 '15  ip: 174.49.60.223

Name: Steven Demetrious

Title: Artist, Songwriter, Producer

Organization/Artist Name: Steve Rivers

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, 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).
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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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14 Fielding Period: August 7-11, 2015, Pg. 1,2,3
16 http://music.us/board/
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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 Application

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

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Signature: Andrew Halmay

Name: Andrew Halmay

Title: President

Organization/Artist Name: Veni Vici Entertainment Inc., & Tibor Music Publishing

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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. Furthermore, this Letter also “reject[s] the notion that there is no music community,” a position that has been strongly voiced to ICANN and the EIU recently by members of the global music community and organizations with members representing a majority of music consumed globally. For the Letter of Support rationale, please read the subsequent pages.

Signature:  
Name: Harvey Kogen  
Title:  musician  
Organization/Artist Name: AFofM, Toronto Musicians Association  

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](https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t: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)).


\(^6\) 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 (See [https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf](https://www.icann.org/en/system/files/correspondence/schaeffer-to-crocker-et-al-03nov15-en.pdf) ). The senders are negligible in terms of size or relevance with respect to music as determined by a web search on those entities i.e. none of these entities are globally-recognized music organizations of substantial size. 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. 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.

Fielding Period: August 7-11, 2015, Pg. 1,2,3
14 https://gtldresult.icann.org/application-result/applicationstatus/applicationdeta: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
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Signature: 

Name: Bill Zufelt

Title: Director

Organization/Artist Name: Sherway Music

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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 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