



# 2016 LAC YEAR IN REVIEW

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Introduction   Rodrigo de la Parra	3
• What happened in the latin american and caribbean region in 2016?	3
• IANA stewardship transition concludes	3
• New ICANN CEO: Göran Marby	4
• Relocations of meetings from Panamá and Puerto Rico result in the mitigation plan	4
• LAC Domain Name System marketplace study published	4
• CEILAC: our entrepreneurship center is a reality	4
• Partnerships thrive	4
• What's next for 2017?	4
IANA Stewardship Transition   Rafael Lito Ibarra	5
• "... Because it has left me many good things"	5
• Lessons learned	5
2016 LAC Strategy highlights   Rodrigo Saucedo	6
• Latin america and caribbean DNS marketplace study	7
• Latin american DNS Observatory	7
• LAC-i-Roadshows	7
• SUSINGI: Sustainability and Inclusion for Internet Governance	7
2016 LAC strategy activities by The Numbers	8
• L-root servers	8
• 2 new L-root server instances were installed in the LAC region	8
• Mapping the region	8
• Capacity-building webinars	8
• LAC-i Roadshow	8
• LAC Space	8
ICANN extends engagement in Brazil in 2016   Daniel Fink	9
• Expanding our outreach	9
• Supporting new GTLDs	9
• Strengthening partnerships	9
• Spreading the word through nextgen	9
ICANN expands engagement in the caribbean   Albert Daniels	10
• A sampling of events	11
• CANTO 32, Haiti, january 2016	11
• Internet government workshop, Turks and Caicos, march 2016	11
• Girls in ICT day, Barbados, april 2016	11
• CARIBNOG 11, Jamaica, april 2016	11
• LACNIC 25, Cuba, may 2016	11
• 12th annual Caribbean IGF, Belize, august 2016	11
• Caribbean working lunch at ICANN57, India, november 2016	11
Supporting the DNS industry in LAC   Daniel Fink	12
• LAC DNS Forum	12
• CEILAC: Internet Entrepreneurship Center for the LAC region	12
• LAC DNS marketplace study	12
2016 LAC communications highlights   Alex Dans	13
• We are very social!	14
• Explaining our mitigation plan	14
• Get our latest news	14

# Table of CONTENTS

# Introduction

by Rodrigo de la Parra



Rodrigo de la Parra is ICANN's Vice-president, Stakeholder Engagement, for Latin America and the Caribbean.

## What Happened in the Latin American and Caribbean Region in 2016?

This is our third year publishing the Latin American and Caribbean (LAC) Year in Review. I hope you find this report useful. It gives us a chance to summarize our main activities, and serves as a good way to measure progress on the activities and engagement initiatives in the LAC region. There are now more new stakeholders from our region actively engaging with ICANN than ever before – thanks to the joint efforts of the community and our regional team.

We have so much to share. In the following sections of this report, you will find more details about our activities in 2016.

## IANA Stewardship Transition Concludes

During the last year, we spent considerable effort informing the community about the intensive efforts connected with the Internet Assigned Numbers Authority (IANA) stewardship transition. I am thrilled to announce that all these efforts were worthwhile. On 1 October 2016, the contract between ICANN and the U.S. Government to perform the IANA functions officially expired. This milestone marks the beginning of a new era in Internet governance.

In this report, our Board Director Lito Ibarra will reflect on the historic relevance of this significant event. Read more about the [IANA stewardship transition](#).

## New ICANN CEO: Göran Marby

In 2016, Göran Marby joined ICANN as President and CEO, bringing over 20 years of experience as a senior executive in the Internet and technology sector, as well as his leadership as Director General at the independent regulatory body Swedish Post and Telecom Authority (PTS), where he worked closely with international organizations and standards bodies.

Göran Marby, a Swedish national, holds a Bachelor of Science in Finance from the University of Gothenburg, School of Business, Economics and Law. He is married with three children and is fluent in English and Swedish.

During his first year in ICANN, Göran made three trips to the LAC region – Santo Domingo, Cancún and Guadalajara. We hope that he continues to visit more countries in our region in 2017. Welcome, Göran!

## Relocations of Meetings from Panamá and Puerto Rico Result in the Mitigation Plan

It was unfortunate that in 2016 ICANN had to relocate the ICANN Public Meetings that were originally planned for Panamá and Puerto Rico. We were aware that some regional organizations missed having the opportunity to engage with their communities in person. This is why we worked with leaders from the LAC region to draft and execute a Mitigation Plan. The plan's goal was to increase outreach and participation in ICANN-related activities in the region throughout the year. The Mitigation Plan included the following five measures:

- Support for participation in regional ICANN engagement events
- Support for participation in regional and global events
- Remote hubs for ICANN57
- Webinars and read-out sessions for ICANN56 and ICANN57
- CEO and Executive Team presence in the LAC region

## LAC Domain Name System Marketplace Study Published

As part of our LAC Strategic Plan, we commissioned a study to better understand the Domain Name System (DNS) marketplace in Latin America and the Caribbean. In 2016, the study was concluded. It highlighted areas of opportunity for the LAC region to increase our share in the global DNS marketplace. We will continue working together with the LAC community to make sure the recommendations are implemented.

Learn more by reading the [LAC DNS Marketplace Study](#).

## CEILAC: Our Entrepreneurship Center Is a Reality

In last year's report, we announced our partnership with the National Secretariat for Information and Communication Technologies (SENATICs), the Paraguayan Information and Communications Technologies Ministry. One of the key aspects of our cooperation was to promote the DNS market in Paraguay and throughout the region. I am proud to announce that as a result of the collaboration between SENATICs and the Latin American and Caribbean Country Code Top-Level Domains Association (LACTLD), and participation of a multistakeholder consultative committee, the Internet Entrepreneurship Center for Latin America and the Caribbean (CEILAC) is now open. Officiating at CEILAC's inauguration were Minister David Ocampos from SENATICs, Andres Piazza, Executive Director for LACTLD, and Sally Costerton, ICANN's Senior Vice President for Global Stakeholder Engagement.

Just after the inauguration, CEILAC engaged in its first face-to-face training. Later in this report we will provide more details, but at this point I would like to thank our brilliant members of the consultative committee and León Sánchez and Michele Neylon who spent four days in Asunción providing training in key aspects of the DNS.

## Partnerships Thrive

We are convinced that the best way to execute projects and become successful is to work together with regional organizations that care deeply about the development of the Internet. In 2016 we continued to strengthen our partnership with like-minded organizations. This was the case with our Memorandum of Understanding with LACTLD, a long-standing partner. We also signed a Cooperation Agreement with the Ibero-American Federation of Information Technology Law Associations (FIADI) to encourage academic institutions from LAC to become more involved in ICANN. We will make sure these agreements translate into meaningful actions that benefit our multistakeholder model.

## What's Next for 2017?

We are happy and grateful after the IANA stewardship transition. It was a great milestone in the history of the Internet, and gives the LAC region the great challenge of increasing participation and engagement so that ICANN's multistakeholder model can become more diverse and inclusive. In 2017, we will redouble our efforts and focus on those countries and stakeholder groups that are not yet active in ICANN.

# IANA Stewardship Transition

by Rafael Lito Ibarra



Rafael Lito Ibarra is one of ICANN's Board Member

## “... because it has left me many good things”

Every New Years Eve, the well-known Mexican song “El Año Viejo” by Tony Camargo is played all across Latin America, reminding us of all the good things that every passing year leaves us. For the world's Internet user community, the year 2016 left us with an important structural change to how the Internet is governed. Yet despite the gravity of this change, even those using Internet on a daily basis may not have yet realized it.

I am of course referring to the IANA stewardship transition, which was finalized on 30 September 2016, following the termination of the agreement between the United States Department of Commerce and ICANN.

While the change had a minimal impact on the procedures and practices of ICANN, the symbolic effects were much larger. By relinquishing the contract with the U.S. Government, the community has ensured that no single government or country has oversight over these vital DNS functions.

In other words, the management of domain names, IP addresses and technical protocols – the three fundamental resources that enable the safe and stable operation of Internet's DNS worldwide – is now completely in the hands of the multistakeholder model. This ensures that participants, whether they come from civil society, the private sector, academia, government or the technical community, have an equal say in the future of the DNS.

## Lessons Learned

While this is an important milestone, equally important are the lessons that the ICANN community has learned along the way. The community has strengthened significantly over the course of this process, which took more than two years of meetings, discussions, calls, documents and agreements.

Some of these lessons and by-products include:

- A new organization, which is an affiliate of ICANN, called Public Technical Identifiers (PTI). Through contracts and subcontracts with ICANN, PTI began performing the IANA functions on behalf of ICANN in October 2016. This organization has its own board of directors and budgeting process.
- More transparency and better accountability, with better defined audit mechanisms that can be exercised by community representatives.
- An empowered multistakeholder community, and verification that the model is working and creating effective outcomes.
- Interaction and discussion within the community, through multistakeholder working groups and various constituencies.
- More knowledge and mutual respect between the parties involved, which was achieved by working towards common goals, despite many differences in opinions.
- Better spending and budget control to support the work of hundreds of volunteers.
- Better definition of how the working groups work. By collecting and documenting best practices, we can also identify what can be improved.
- More opportunities to get involved in working groups, which encourages diversity within the community.
- Mandatory periodic review processes for each building block that makes up the ICANN organization.
- Qualitative and quantitative community discussion of issues beyond the scope of the IANA stewardship transition: human rights, jurisdiction, diversity, transparency, accountability of staff and support organizations and advisory committees, legal mechanisms, removal of Board members, etc.

For all these reasons, and others that remain to be said, we can say, either singing or speaking, that, "I will not forget the old year, because it has left me many good things."



[Rodrigo Saucedo](#) is ICANN's Senior Manager, Strategic Initiatives, Latin America and the Caribbean

# 2016 LAC Strategy Highlights

by Rodrigo Saucedo

The [LAC strategy](#) made good progress in 2016. We presented a [study](#) [PDF, 3.7 MB] that helped to identify the strengths and weaknesses of the DNS industry in our region, we officially launched the [Latin American DNS Observatory](#), we held four editions of the LAC-i-Roadshow and we presented the Sustainability and Inclusion for Internet Governance (SusInGI) project.

As always, our priority is to develop these projects alongside our LAC community members. The LAC strategy has become a beacon for regional participation and provides opportunities for newcomers.

Over the three-year period of the LAC strategy, 53 community members have participated in one or more projects. Last year, we welcomed 13 new participants.

I'd like to summarize some of the most noteworthy projects of 2016.

## Latin America and Caribbean DNS Marketplace Study

The [LAC DNS Marketplace Study](#) [PDF, 3.7 MB] identifies the strengths and weaknesses of the industry ecosystem in the region. It also contains recommendations for advancing the industry and for exploring potential opportunities. The study was conducted by Oxford Information Labs, the Latin American and Caribbean Country Code Top-Level Domains Organization (LACTLD), EURid (the registry manager of .eu and .eo) and InterConnect Communications.

We published the initial draft for public comments. A final version that includes community feedback will be published soon.

## Latin American DNS Observatory

The [Latin American DNS Observatory](#) was officially launched during the [III LAC DNS Forum](#), which took place in the Dominican Republic in August 2016. The Observatory establishes a regional measuring point for technical protocol parameters of the DNS. Its goals are to increase knowledge of this critical technology and to measure the adoption of new technologies and compliance with standards.

The leader of the project, Hugo Salgado from NIC Chile, presented the Observatory's first report.



## LAC-i-Roadshows

The LAC-i-Roadshows allow us to do outreach across the LAC region on key topics related to the DNS critical infrastructure. Agenda items have included the transition to Internet Protocol version 6 (IPv6), the impact of the New Generic Top-Level Domains (gTLD) Program, and Security, Stability and Resiliency (SSR). In 2016, we started including time on the agenda for the local community to discuss local topics related to Internet governance.

Each year, the LAC-i-Roadshow travels to different parts of the LAC region. In 2016, over 130 participants attended our four events:

- Mexico and Central America: Tegucigalpa, Honduras – 20 April
- Caribbean Islands: Philipsburg, St. Maarten – 24 October
- South America: Buenos Aires, Argentina – 29 November
- Andean Region: Quito, Ecuador – 15 December

## SusInGI: Sustainability and Inclusion for Internet Governance

SusInGI is a capacity-building project created in Uruguay by ICANN and Anilla Cultural Latinoamérica-Europa. The project aims to deepen and expand the involvement of academia in Internet governance in the LAC region. In 2016, SusInGI took important steps toward that goal.

SusInGI was selected as a cooperative project to be presented at this year's Technology Information Center for Administrative Leadership conference ([TICAL 2016](#)). TICAL is the main LAC regional conference for managers in information and communications technologies. The SusInGI project impressed the academics attending from Mexico, Colombia, Brazil, Peru, El Salvador and Uruguay, thereby boosting support across the region.

The first [SusInGI Webinar](#) had more than 80 participants (teachers, students, researchers and others) from 15 countries.

Recently, an Academic Council was created to guide SusInGI's future steps. The Council's role is to determine project scope and establish the syllabus for capacity-building courses.



### L-Root Servers

# 2 new

L-Root server instances were installed in the LAC region:

- Rio de Janeiro, Brazil
- Cochabamba, Bolivia



### Mapping the Region

The year closed with

# 8 databases observatories

These resources are available on the LAC regional community website [icannlac.org](http://icannlac.org):

Internet service providers (ISPs), Internet exchange points (IXPs), Telecommunications providers (Telcos), Registrars, Registries, ICANN's stakeholders, Country code top-level domains (ccTLDs), LAC participation in ICANN meetings

8 webinars for governments

5 webinars for end users  
LAC Regional At-Large Organization (LACRALO) community

2 webinars for business

### Capacity-Building Webinars

In total, our 15 webinars attracted

# 250 participants



### LAC-i Roadshow

The LAC-I Roadshow made 4 stops in 2016.

# 130 participants



7 March 2016  
**ICANN|55** **38**  
MARRAKECH attendees

40 attendees  
5 November 2016  
**ICANN|57**  
HYDERABAD

### LAC SPACE

The LAC SPACE is a session during ICANN Public Meetings for stakeholders from Latin America and the Caribbean to come together to discuss various topics.

During the year, we held 2 LAC SPACE sessions, with a total of 78 attendees.

# 2016 LAC Strategy Activities by the Numbers



Daniel Fink is ICANN's Senior Manager, Stakeholder Engagement, Brazil

# ICANN Extends Engagement in Brazil in 2016

by Daniel Fink

## Expanding Our Outreach

Brazil is a vast country, where engagement means traveling long distances. In 2016 we crossed the country from north to south to engage with an impressive collection of current and potential stakeholders. Our Global Stakeholder Engagement team:

- Met with members of Internet service provider (ISP) associations from Redetelesul (Foz do Iguaçu, State of Paraná), Future ISP (Olinda, State of Pernambuco) and InternetSul (Porto Alegre, State of Rio Grande do Sul).
- Presented on topics of interest to Internet service and connectivity providers at [8ISP ABRINT2016](#) in São Paulo. (ABRINT is the conference of the Associação Brasileira de Provedores de Internet e Telecomunicação.)
- Discussed participation opportunities with more than 900 computer science and engineering students who were new to ICANN and Internet governance. Visited universities in Santa Catarina, Rio Grande do Sul and São Paulo.
- Participated and led discussions with local and foreign community representatives during the "Internet Governance and Freedom of Expression Seminar" in Brasilia.
- Accompanied researchers of the [LAC DNS Marketplace Study](#) [PDF, 3.7 MB] to Rio de Janeiro to present the study at the [RioInfo 2016 Congress](#).

## Supporting New gTLDs

Brazil is home to 11 new gTLD registries, most of them actively pushing the boundaries of innovation. Together with our colleagues in the Global Domains Division, the LAC Global Stakeholder Engagement team provided support to these new gTLD registries.

## Strengthening Partnerships

We engaged with Brazil's top institutions to spread the word about ICANN's most important policy developments of 2016. We updated business leaders on brand protection and dispute resolutions, and educated law practitioners on Internet governance affairs and remote hub operations at ICANN Public Meetings.

## Spreading the Word Through NextGen

In 2016, Brazil hosted the free and open [Governance Primer](#). LAC NextGen alumni powered the event, sharing what they had learned from the ICANN community: "The activity seeks to explain Internet governance to anybody who is interested in it, regardless of their background, be they university undergraduate or senior electronic engineers".

This concept has spread across Brazil, with successful editions in São Paulo and Porto Alegre, and across the LAC region to Buenos Aires, Argentina, and Montevideo, Uruguay. Some 160 participants joined the events.



Albert Daniels is ICANN's Senior Manager, Stakeholder Engagement, The Caribbean

# ICANN Expands Engagement in the Caribbean

by Albert Daniels

In 2016, ICANN's LAC team promoted the DNS industry across the Caribbean region. Planning started for the DNS Study in the Caribbean. We presented on the DNS industry at many local, national and regional events. Engagements took us to Antigua, Barbados, Belize, Haiti, Jamaica, Puerto Rico, St. Kitts and Nevis, and Turks and Caicos.

During the year, we started mapping the "stakeholder journey" of the Caribbean community. We identified active stakeholders and tracked their areas of engagement and their depth of involvement in ICANN.

We also worked to reduce regional gaps in ICANN constituencies. Barbados joined the Country Codes Names Supporting Organization (ccNSO). Belize, Guyana and Suriname joined the Governmental Advisory Committee (GAC), and St. Kitts and Nevis, St. Vincent and the Bahamas are exploring GAC membership.



# A Sampling of Events

## January 2016 - CANTO 32, Haiti

ICANN presented at the Caribbean Association of National Telecommunications Operators Annual General Meeting (CANTO 32). ICANN spoke about the LAC strategy projects for 2016–2020, and the IANA stewardship transition and efforts to enhance ICANN's accountability.

## March 2016 - Internet Government Workshop, Turks and Caicos

The Internet Society and ICANN co-hosted an Internet Governance Workshop in Turks and Caicos. In addition to the stakeholders who attended in person, the live streaming reached remote participants from Trinidad, Barbados and St. Lucia.

## April 2016 - Girls in ICT Day, Barbados

ICANN was invited to present at the Girls in Information and Communications Technologies (ICT) Day. Several women in ICT presented to over 125 girls and young women from local schools. ICANN's presentations highlighted successful women working in Internet governance.

## April 2016 - CaribNOG 11, Jamaica

The Caribbean Network Operators Group (CaribNOG) hosted its 11th gathering this year. ICANN promoted the adoption of DNS Security Extensions (DNSSEC). Other attendees encouraged the deployment of DNSSEC and commented on the ease of technical implementation.

## May 2016 - LACNIC 25, Cuba

The Caribbean region is split between the American Registry for Internet Numbers (ARIN) and the Latin American and Caribbean Network Information Centre (LACNIC). Even so, Caribbean participation was high at LACNIC 25. ICANN engaged with regional stakeholders from business, technology and civil society on policy development in their respective countries and on their participation in ICANN.

## August 2016 - 12th Annual Caribbean IGF, Belize

The Caribbean Internet Governance Forum (CIGF) embodies a regional multistakeholder approach to Internet governance. Over the years, the event has helped Caribbean stakeholders to better understand Internet governance structures, issues, processes and implications for the region. ICANN sponsored the event, and members of the Stakeholder Engagement team made several presentations.

## November 2016 - Caribbean Working Lunch at ICANN57, India

At ICANN57 Hyderabad, meeting participants from the Caribbean attended a working lunch, where they discussed regional issues face-to-face. Many ICANN constituencies were represented – from Barbados, Cuba, Jamaica and Trinidad and Tobago.

# Supporting the DNS Industry in LAC

by Daniel Fink

## LAC DNS Forum

We went to Santo Domingo, Dominican Republic, to celebrate the 25th delegation anniversary of .do and to run the [III LAC DNS Forum](#) in partnership with LACTLD. Joined by our CEO Göran Marby and distinguished colleagues from the Global Domains Division, SSR and Policy Development, we welcomed representatives from all parts of the DNS ecosystem in a packed schedule with productive panels and great exchanges. The ecosystem was represented by four registries, three registrars and six ccTLD operators. During the two-day event, the Dominican audience totaled 300 participants.

## CEILAC: Internet Entrepreneurship Center for the LAC Region

[CEILAC](#) was inaugurated in Asunción, Paraguay. SENATICs, LACTLD and ICANN founded the center as an element in the LAC strategy and with guidance from an advisory committee. With a goal of contributing to the evolution of the Internet ecosystem in the region, the first capacity-building event, named “DNS Industry – Business, Marketing, Operations and Legal Aspects,” was held from 12 to 14 October. We trained 25 students from 7 regional countries.

## LAC DNS Marketplace Study

The regional DNS industry is now supported by a comprehensive study that investigates the current state of the Internet and domain name industry, with analysis of best practices for the uptake of domain names and recommendations for the further evolution of the ecosystem.

The [LAC DNS Marketplace Study](#) was commissioned in January 2016 and is now available for the community to enhance business plans and support policy development.



[Alexandra Dans](#) is ICANN's Senior Manager, Communications, Latin America and the Caribbean

# 2016 LAC Communications Highlights

by Alex Dans

ICANN's LAC team is constantly working to increase regional participation by providing new opportunities to engage with ICANN. The following is a recap of our 2016 communications efforts that not only includes strengthening ICANN's presence in the region but also implementing a [Mitigation Plan](#) after the relocations of ICANN56 from Panama City, Panamá, to Helsinki, Finland, and ICANN57 from San Juan, Puerto Rico, to Hyderabad, India.



## We Are Very Social!

During 2016, after a successful campaign on Twitter, our regional Twitter handles in [Spanish](#) and [Portuguese](#) are nearing **14,500 followers**. An increase of 11k followers over the past year. Our [French](#) Twitter handle, which was relaunched last year and is used by the LAC and the Europe, Middle East and Africa (EMEA) regions, now has over 4K followers.

Our region utilizes scoop.it, a social platform where our team shares and compiles news about our releases and interviews with the regional media. During 2016, there were **89 articles** covering our LAC activities. Articles written in [Spanish](#) and [Portuguese](#) are all available on our scoop.it page, both in Spanish and in Portuguese. These interviews received nearly **1,000 new visits** in the past year (3500+ visits since 2013).

We also continued to share relevant videos on our [regional YouTube list](#) adding 8 new videos. The playlist has received **over 1,6K views**.

## Explaining Our Mitigation Plan

Besides publishing a blog post to our website explaining the [Mitigation Plan](#) and how we planned to make up for the missed engagement opportunities in our region, we also published two articles about the plan in other newsletters from our regional Internet ecosystem (LACTLD August 2016, [ASIET August 2016](#)).

We put together additional communications efforts (via both social and traditional media) to cover two key events that included the participation of our President and CEO Göran Marby ([III LAC DNS FORUM](#), in Dominican Republic) and Senior Advisor to the President and Senior Vice President, Global Stakeholder Engagement, Sally Costerton (launching of Centre of Entrepreneurship and Internet – CEI LAC, in Paraguay; read more in our [November newsletter](#)).

Our mitigation plan also provided the opportunity to introduce our new President and CEO Göran Marby to the LAC Internet community. We organized an interview with Göran that was published in LACNIC's newsletter ([6 questions in 140 characters: Get to know Göran Marby, ICANN's CEO](#)) and he was featured as the central interview in the LACTLD Report ([Leadership for a new Era](#)).

Finally, we produced two videos to highlight the LAC participation at ICANN56 and ICANN57. The videos are available in English, Spanish and Portuguese in our [regional YouTube Playlist](#).

## Get Our Latest News

Another important communications effort includes our LAC [newsletter](#) that is distributed monthly to the regional community and sent simultaneously in the region's four main languages; Spanish, Portuguese, English and French. If you don't receive our regional newsletter, we highly encourage you to sign up by clicking [here](#).

Visit our regional community website, [icannlac.org](http://icannlac.org), for updates and upcoming activities in your region!

We want to thank you for helping us reach these milestones. We are very proud to see an ever-growing interest in ICANN's LAC community work and communications efforts.



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