

## DOMAIN NAME INDUSTRY ENGAGEMENT

- Direct Sales/Distribution of names to registrants? By ICANN
- Individual or crowd sourced registries
- Distribution channel integration Ry/Rr
- Landscape? The roles of brands
- Ensure a way to reflect registrant interests in changing landscape
- We will have only registries to deal with no registrants!
- Registry service providers will evolve “hosted” registries -- ICANN will serve accredited registry service providers
- What to do with registry/registrar failures?
- Learn from potential failure of Registries/registrars (best practices)
- How to engage with new players?
- Dot brand
- Support / new players welcome – not only incumbents
- Emerging economies
- ccTLD’s role
- incumbents are threatened
- are boundaries blurring between gTLDs & ccTLDs
- Its not ICANNs role to advocate DNS growth – let market forces work
- Role is to facilitate/Be technology neutral (not just DNS)
- What does the DNS industry look like in 5 years? Create two models of the industry to assess the roles, responsibility & landscape -- Include biz in developing regions & economies
- What role will governments want to play?
- Who is the arbiter in cases of disputes
- Enable DNS industry role models
- Help DNS industry see future of sector & find a place - is it our role?
- ccTLD’s are part of the DNS Industry
- Identify/eliminate barriers for new registries/registrars in developing regions
- Where is the developing world in this industry?? In 5 years
- Contracted parties should be dealt with as distributors. If ICANN has customers, those customers are users. Better coordination and community involvement from bottom up RIR community in ASO.
- For more global coordination and envelopment within ASO. ICANN must not sacrifice security and stability mandate for the commercial interests of contracted parties
- Policy development through communities engagement
  - There is no one community in the Domain Industry
  - Whether they are local, professional, linguistics, cultural, ICANN should interfere with all
- ICANN needs a broader community engagement specifically for the replacement of the WHOIS and the Introduction of the direct system for the domain name system
- ICANN should evolve a framework to clearly distinguish between gTLD, and ccTLDs because the introduction of the new gTLDs are not distinctive enough.

- gTLDs Registrars and Registries raise issues as “customers” or “distribution channel”
  - Who is the customer?
  - Who are they representing?
  - What role is ICANN?
    - Facilitator
    - Regulator
- Supply Chain/Relationship
  - Changing role due to VI – become a better between DNS and exiting legal structures and authorities
- Who is the customer?
  - Distinguish “customer” and “client” role
  - Don’t pick one customer – all MS facets are in some sense
- Boss/Tech (Innovation in DNS)
  - Restrain ICANN Role – stakeholders can take lead
  - Coordinate/Education – but not drive
- Thinks like certificate issue, and DANE broaden our ideas of what is Domain industry
- NET neutrality
- Get law enforcement more involved
- gTLDs and ccTLDs could not be treated like “customers” by ICANN. Must be a partner relationship going on a higher level.
- One size cannot fit all.
- (Van Roste – CENTR; peter@centr.org) ICANN should not get involved in R&D activities or innovation in the DN industry. On technical issues, the IETF plays that role. Business innovation should come from the businesses. ICANN could, however, provide a platform to showcase innovation and recognize R&D efforts. In this way and by raising awareness, ICANN could support those that have invested in these initiatives.

ICANN’s relation with the registries and registrars will change as their increasing number will require a different type of interface and communication avenues. In the gTLD space, the contractual relations will remain the foundation for the way ICANN and the registries or registrars interact. As for the relations with the ccTLD, we would like to underscore once more the importance of having a community with immensely valuable experience and expertise that is happy to share it with ICANN anytime it is needed.

- (meissa@mwmworld.com) ICANN should help the poor around the world who don’t have easy access to the Internet. Helping them gain knowledge and education (providing access to learning) costs very little for the domain name consumer - equivalent to 1c from each domain name - and ICANN’s expanded role would development in the world as a whole.
- (johnmpoole@yahoo.com) ICANN has embarked on the ill-advised gTLDs expansion and invited chaos (and much litigation) to enter what had been a stable and functional system . Now it will have its hands full with myriad problems of its own making. Let’s see just how well ICANN executes over the next 2-3 years. ICANN appears to be a dysfunctional, bureaucratic organization which only listens to itself and the special interests it serves.