ICANN Transcription – Abu Dhabi
GNSO Registries Stakeholder Group (RySG) Geo TLD Group Sharing Session
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On page: https://gnso.icann.org/en/group-activities/calendar

Sebastien Ducos: Good morning everybody. This is the gTLD Group Meeting, which has been moved. If you're looking for Work Track 5, which should be a very interesting conversation, it's somewhere else.

So we're going to start now. I'm seeing a number of new faces so let's go through a quick round of introductions. Maybe (Emilie) if you want to start.

Emilie Turbat: So I'm Emilie Turbat. I'm representing .paris. I'm from AFNIC France.

Dietmar Lenden: Hi. I'm Dietmar Lenden from Valideus, not representing any geos.

Pierre Dordhain: I'm Pierre Dordhain. I'm just part of the next gen crew and I'm a final year law student.

Elaine Pruis: Hi. Elaine Pruis and I'm just curious what the geo group's up to.

Mert Saka: Mert Saka, ICANN org.

Cherie Stubbs: Cherie Stubbs, Registry Stakeholder Group.

Dirk Krischenowski: Dirk Krischenowski, .berlin and vice chair of the group here.

Sue Schuler: I'm Sue Schuler. That's okay. I'm the secretariat for the Registry Stakeholder Group.

Sebastien Ducos: So I'm Sebastien Ducos of Neustar, representing .melbourne, .sydney and also .nyc and chair of this group.

Ronald Schwärzler: Good morning. Ronald Schwärzler, representing Wien, which is a German term for Vienna and I'm treasurer of this group.

Hartmut Schulz: Hartmut Schulz, representing .cologne and .koeln.

Petri Kuurma: Good morning. My name is Petri Kuurma and I'm a GAC member from Finland. And this is my first ICANN meeting, so I came here to learn. Thank you.

Josu Waliño: Good morning. Josu Waliño from .eus, representing the Basque community.

Stephane Bondallaz: Good morning. Stephane Bondallaz, representing .swiss.

Simla Budhu: Good morning. Simla Budhu from .africa and (Three City) TLDs.

Solomon Amoako:I'm Solomon Amoako from MMX, representing .london.

Dan Hill: Hi I'm Dan Hill from London and Partners, representing .London.

Nick Mouton: I'm Nick Mouton from London Partners, representing .London. Thanks.

Sebastien Ducos: So thank you everybody. So I might capture at the end to make sure I have the spelling of your names to add to the minutes. Can we go the first slide of the agenda because I have no idea what we're doing today?

So this is day two of our meeting. We had a meeting on Sunday morning. This is the time for presentations. Now we might have shuffle presentations a bit because I see that the - in the second slot the people are not in the room yet. So we'll move to geo names afterwards. Katrin has gone to the Work Track 5.

So we found out this week Work Track 5, which is going to be the work done in the Subsequent Procedures About Geo Names happens to run exactly at the same time as this. So (Kathleen) has gone there. I've asked also Neil Dundas to go and sniff out what's going on because I am not sure that they're up to any good. We'll see, we'll see. We'll hear from - you have the presentation? Marianne was going to do it and I thought that Marianne was going to do it and…

Man: Is she coming?

Sebastien Ducos: I think so. Marianne is coming?

Emilie Turbat: She's with the Subsequent Procedures Group for the Work Track 5 as well.

Sebastien Ducos: Okay so we're not waiting for anybody. Maybe, Dirk, you should the start the presentation. Then the presentation from Henri De Jong I haven't seen him but I don't know if he has a presentation specifically or if it's just an update. I'm happy to do it. And then we can do the marketing presentations as we go. So maybe we should start with you Dirk and the geo names.

Dirk Krischenowski: Yes for the record, Dirk Krischenowski, .berlin and also .hamburg and I was presenting in our meeting on Sunday the first part of our group's position

on geographic names and that was about the trademarks especially. We will put the presentation online so you can follow up on that position.

But basically we, as a group, said in the next guidebook we should add two more lists to paragraph 2.2 where there are other points where you need to have support from your local government or your relevant government, and that is the UN lists of the 100 - the cities which have over 100,000 inhabitants. That's about 4,000 city names that would be added. And another list also from United Nations, the UNESCO heritage places. That's about 1,100 places with a name and a lot of cultural linguistic and whatever significance to a country or region.

So that's one thing we thought in the next round if a city or geographic application is there and there's apparently a trademark application for the same name, it could potentially happen, or a generic one, then the geographic application should have priority.

And we furthermore asked for the guidebook to integrate some thought of double checks so every applicant has to sign a tick box and by this tick box he says, "I have checked if my string is a geographic name or could be a geographic name" and potentially he could bring up some documents where he let's say contacted the government if he applied let's say for a mountain name or so and if the government did not respond or said we are not in charge of that name of that mountain, then he can proceed.

So some kind of waiver would come with this to ease all the applications for regions where maybe more than one country or one government is relevant to. So we will see how these points make it for the applicant guidebook and here to the geographic names around. And then we have the second part, which (Kathleen) and (Marianne) should present, but I'm doing this now. It's about the country and territory names. And I'm going forward here. Yes.

So we have a lot of -- I don't want to read through that -- but we have already a lot of definitions in the applicant guidebook in the 2012 version here about what is and also integrating here short names and transpositions, for instance, and everything which the government wanted to include. And we think this is already a very good protection on country and territory names. That's the guidebook definition.

And the next - on the next slide we see what for instance CENTR and the APTLD and the Registry Stakeholder Group are supporting on the country and territory names. It's - yes, this is the actual state we have here. And on the next slide we see the issues with this, and one issue is territories are not really well defined here. So we need some more definitions here.

That's a definition in specification 5, but that applies only to second level domain names and we are talking here about country and territory names on the top level, not on the second level. And that's important to notice because also in the GAC discussions there's always a mixture of if it now applies for a second level domain or on the top level. So you always have to sort out what it is.

Okay, next slide. So our recommendation for this is working in the work track, and we have two persons, Katrin and Marianne being here members in the work track, and if someone else wants to join and support this, you're welcome because it's a lot of readings to do and we could help support more. So if there are any more person who want to be engaged with that discussion on country and territory names and have Katrin and the whole group in this?

Okay then we go to the next recommendation, the exceptions. So our position is that if an applicant wants to apply for a three-letter code, which is on the ISO3 list of 3166, and he has support of a relevant government, he should proceed. So that's a difference to the definition we have at the moment, so it's forbidden to apply for these codes. So we had applications for these codes in the last round, like and I think for Andora by Amazon, and

another one which was then sorted out by the geographic names panel. And sorry?

Man: It was IDN.

Dirk Krischenowski: IDN. Is it India or Indonesia? Yes, okay. That would open the opportunity for a lot of regions and also cities or even brands to go there if they have the allowance of the relevant government. And the same is going for country and territory names, like the government of Finland could apply for (Zumi). Sorry?

Petri Kuurma: Suomi.

Dirk Krischenowski: Suomi if - they probably have that allowance coming with them. So this is our position which opens up that space a bit which was formally really completely closed.

Next slide.

Sebastien Ducos: Can I make just a quick comment? Just to make it very clear, applications like .and, which were applications for the word "and" this is and that or applications for IDN, which had nothing to do with Indonesia but had to do with IDN TLDs, they wanted to do a TLD where it would mix both, were rejected because they were on the ISO list, not because they were trying to represent a county. And what we're suggesting is if you happen to be the ISO list but you also have a government letter of support, then we think that you should be a geo and go along with it.

Dirk Krischenowski: Okay. Dirk Krischenowski again. So the group position would be then that applications should be allow with support for both the ISO 66 number 3 list and the country and territory names if we have governmental support. And in this June, coming back to second level domain names now, ICANN make this updated guidelines where you could have country and territory names on the

second level, but this is a different issue and I think that it's more or less resolved. Yes okay. Good.

So on the next slide. The benefit of the recommendations that we make in Work Track 5 then is would give eligible applicants the opportunity to apply for a three-letter code and/or country or territory name if they have support and the other policies as they are there and provisions in the applicant guidebook would remain unchanged.

So the summary of the group positions on the next slide is clear. We think it's already a good guidance to country and territory names for the last applicant guidebook. Only minor changes should be implemented. That's the same position we have for other geographic names. And we engaged in the discussion and allow applications here.

So this is now up for discussion. It's not - it's a draft position we have here, by the way. It's not a finalized or already agreed group position.

Sebastien Ducos: So this is Sebastien for the record. Am I speaking in the microphone properly now? Thank you very much. So just to give you context, as much as we spent the whole of last year on GDPR, and we still have a few months of it, the whole of next year is going to be spent on this. This is going to be a really, really hot topic.

Now we're very clear in this frame that there's a number of you that actually have no particular need to see a subsequent round in gTLDs. I'm thinking of you Josu with .eus. You're not (unintelligible) another country. You're good to go. I'm thinking London Partners, maybe not MMX. So yes we'll make it a topic amongst other topics, but for a lot of us this is an important, so we have to dive into it.

For those of you who were in South Africa in June, you saw that not only was it a hot topic but it was a superheated topic. And it was two very long

sessions organized by Jeff Neuman in Johannesburg and it was just sort of a fist fight. And so we have on the one hand the IPC, the brands in general who are not happy at all with the way the first round went, and specifically because of two strings that got held back, one of them having to drop and the other one still fighting to get the contract.

But just in general also on principle of international law, there - the contention is to say there is no such thing as international law on names of countries and territories and cities. It doesn't exist. You can't trademark a city or in most areas of the world, you can trademark a city. And as far as IP lawyers are concerned, we have no rights.

Whereas the, you know, they always have the same examples with the Cleveland, the brand of golf wear, has a trademark and should be able to apply for a .cleveland. Cleveland, Ohio and all the other Clevelands in the US and around the world have no rights to their name, in terms of pure IP law. Of course that's a fine argumentation. It's a fine argument.

The IP laws, as much as they stand, we have a law student apparently in the room, as much as these things stand, don't really represent our world clearly. And this is by the way a message that I'd like for everybody to have in their heads whenever they're fed that type of argumentation. We live in a world where there's only one of everything. We live in a world where there's only one TLD per string, right?

You can have rightful IP for Apple because you sell computers and you file for that IP right worldwide. Somebody who sells the fruit apples has equal right to that name, just in another vertical, another industry, or just in another territory that Apple the computers didn't all the things they do, didn't use - sorry, didn't file it. Here it doesn't exist. There's only one person that can take it.

And this industry is not particularly designed for joint ventures and doing it together and happy-go-lucky, you know, we're going to merrily run our TLDs together. It doesn't happen. So we have to fight for that a bit and make that point.

The other party that we're going to have to contend with in this particular discussion is the GAC. You have a number of parties within the GAC either for legitimate positions about defending their territories, and I'm not - I'm certainly underestimating those, or for purely political reasons because they are looking at us as being commercial disruptors to an environment that worked fine for them all along with ccTLDs and a handful of gTLDs.

What we're doing, the commercial side of the gTLD program, is annoying enough to them, but we're doing, geo TLDs is doubly annoying because they're afraid that we're doubling up with our countries and ccTLDs. Not everybody - there's absolutely no consensus within the GAC about it but there is a few very loud voices about it.

The GAC has been its plan to - has been talking for a few years about having some kind of a database of names that GAC members would be able to populate with names that are, in their view, geographic and should be protected. And their definition of geographic is not just cities and countries and territories and mountains or bridges or whatever, but it's anything that has cultural or geographic sense.

Just to give you sort of a - the idea of how why - the word (kinua) for example would be a word that I believe in the Peruvians more than the Bolivians would put in that list as a protection so that no international business starts running away with it.

It's a fine position and I know that they're thinking about it in a rational way. We've got people over there like (Jorge Cancio), who's defending this loudly. He's an intelligent man and knows what he does. In my humble opinion this

system is ultimately a very gameable system and I fear the possibility of one country or another actually throwing the dictionary at us and populating and limiting, for political reasons and only with a view to limit what we're doing, not just geos in general, this program, different administrators.

Our position very much -- and you're going to talk about that afterwards, the UN list - no, you talked about it on Sunday, yes. So our position has been all along if the lists that are in the guidebook are not good enough to describe what you want to limit, fine, go and find me another list. Don't build another list. Don't show me Wikipedia. That doesn't work because you can edit it, you can add anything you want in it. You can game it. Show me a preexisting UNESCO list, a preexisting UN whatever, a preexisting ISO list, because I know that these lists are not gameable here within the community.

That's - the political tensions that we might within this community are not going to change those lists. And bring as many as you want. I have no problem. Just give me an existing list handled by somebody else, not you. That's my point. We're a small group. I'm under no impression that we're going to completely win this discussion, but that's another point I think that we should have in negotiations and in discussions here. Again, we're not against reinforcing the existing applicant guidebook, just do it with something that is managed here internally because it's gameable.

Any other point I might have missed on these names? Elaine, please.

Elaine Pruis: Thanks I have a question. Are you aware or has the ccNSO made any sort of push towards claiming prerogative over geo names or cultural names?

Sebastien Ducos: So thank you very much. This is actually an excellent question. They all are but this one is particularly excellent. So the ccNSO has very clearly made a statement about three-letter codes. And as a matter of general protection, not just three-letter codes for government, for all them, it's like some opinions within the ccNSO have gone as far as saying all three-letter codes should be

stopped. Some others have said, no, the ones that correspond today at an ISO list, the difference being that of course these things shift over time. Every now and then you have a new country and that new country will want their three-letter code also.

I have heard this particularly from Brazil for example, who are scared of the idea and say clearly of anybody grabbing the three letter BRA, either for lingerie or for representing Brazil, but in any case somebody grabbing it. We hope and we in sort of, not closed door, in hallway discussions with them, we think that if we're able to say no but wait a second, we come first and ask you permission to do because we need a government level of approval to be a geo, and in that case does that let us in, and most of them would say yes, I think that that would work as long as you ask us, as long as you ask the CC.

Some of the CCs are actually against this idea and (unintelligible) for example from AFNIC from (unintelligible) would argue that he'd much rather be a ccTLD even if it's a three-letter ccTLD because he doesn't need to pay ICANN fees because he doesn't need to play with gTLD policy because he's got free reins to run his ccTLD to run the way he wants. And his argument is to say the ccNSO is not the two-letter code NSO, it's the 100-code ccNSO and as much as the two-letter codes are ISO, the three-letter codes are too.

Now there is a very easy position to be had here. There's an old letter and (unintelligible) from (John Pastel) from the 80s that says basically we're going to reserve two-letter codes for countries and we'll call them country codes, and keep three-letter codes for generics and we'll separate them. The problem is that first of all the letter's 30 years old. Second, the letter also says the fact that there'll be potentially no more than three or a handful of gTLDs, and the world has evolved.

So that's, yes, that's also a hot topic. Now I know that I've heard from (Pierre) specifically and I've had discussions with him. So again, (Pierre) is from

AFNIC with .FR, I don't know that that view is widely shared. I think it's sort of the bookend range on that.

Can we open the mic for Richard?

Richard Schreier: Yes I just wanted to perhaps identify -- thanks Sebastien. It's Richard Schreier for the record. The definition has a subtly in it that I think is worth perhaps clarifying, and that's the bracket S in support the relevant governments.

A number of times you refer to getting a letter of an approval and sounds great, but if there are multiple jurisdictions that have the string, does that mean the applicant should get approval from all of them or just one? And if the answer is just one, then what happens if multiple applicants get letters from different jurisdictions and therefore will end up in some kind of a contention set.

Sebastien Ducos: So in both cases where (unintelligible) in this particular case. So we have the case for example at (.ror). (Ror) is a defined region of Germany in terms of everybody can figure out what the periphery is. It is not a territory or entity. It doesn't have a government. So what do you do in these cases? Do you go and see the different major cities, the major regions? Do you go and see the lender government that is above it, the region is in included in, and at least in this one it wasn't over two different lenders to my knowledge. The more the merrier I'd say.

So the same way we're clearly inviting people that might be interested in geo names to go and ask permissions for it, it's indeed -- sorry, it's weird because I can't see you -- it's indeed to as many government as you see fit. And then it'll be a question of - it'll be - sorry, a question of logic of purpose. So to take Cleveland again. I don't know how many Clevelands there are in the US but at least 15. Do you ask Cleveland, Ohio for a letter and then maybe one or two others? Do you go to all 15?

You have to sort of weigh your best - hedge your bets there. Probably not all Clevelands are equal in terms of population capacity and et cetera. And probably not all of them want to take part of it. We found actually the converse in this group we found that there was a large amount of cities that weren't willing to give us a letter of support but that were much more comfortable by giving us a letter of non-objection.

I'm not ready to put my name on your project here but as long as you take care of it, you have my blessing, that sort of thing. So you may find yourself that indeed you can go to several governments. Some may say this is not my jurisdiction. I'm washing my hands of it. I'll give you a letter of non-objection. We strongly encourage, indeed, applicants to go out and get as many relevant ones as possible. You keep on having the Matterhorn example.

Dirk Krischenowski: Yes. The Matterhorn example is quite nice because there's Switzerland, France, and Italy and involved. And we would say if the applicant contacted and all three governments and just the Swiss government answered, we are fine with a company running .matterhorn and the other don't respond. That could go through. And you don't know. At the end maybe the Italian government opposes and then that's the risk the applicant has. So there's no certainty on that string.

But it's - I think it's more likely if you have some sort of government from - some support of one government that is involved. Other governments would say, okay, we might be fine as well because that government has been fine and we are not so involved in the topic. So even let's say no official letter but let's an informal e-mail relevant governmental representative has written could be - could help to sort out some sort of support and makes the application more substantive.

So the applicant has taken care of the geographic name, tried to inform or get feedback from relevant parties, and that is much better. So we had in the last

round a number of applications for geographic or cultural names where the applicant didn't contact the government, and I think that was one problem of the .Amazon case as well that there was no contact before on that term.

Sebastien Ducos: Sebastien Ducos again. So the second part of your question is what happens then when you have multiple applicants that are same name or with letters, and that happened also. From the top of my head (Bonjo) in China issued two different letters. It must have been two different parts of the administration to two different contenders.

Now one thing that it's not in this presentation but we've also talked about is should somebody be a geoTLD and should there be a contention on that name between two geoTLDs or between geoTLDs and others, by the very fact that you're a geoTLD, we do not want to be forced into an auction. Governments can't go to auction. There's only very, very few models where governments will go to auction, buying an ancient art piece. Yes, a museum is technically a part of a government body, will go or a particular part of a government will go to auction to try to acquire it, but never for what we do.

So we do not want to be forced into auction like resolution. And indeed in terms of (Bonjo), they went back to the administration. Well no actually I met this one and they basically chose one of the two. And one of the applications had to pull out. I think there was another contention in Osaka, exactly, in Japan. And that was also resolved. At some point the government then decided that one of the letters was more of a letter of approval than the other, let's say. But in that case it's the government that chose.

If it's two different governments giving two different letter to two different paries who are duking it out for the same name and specifically if it's the same name for two different geographies, we don't have that example yet. But we're starting to get into edge cases that are probably - that won't fit in the applicant guidebook just like that.

Dirk Krischenowski: Dirk Krischenowski. Maybe against that we are not engaging in this topic by ourselves by we have been asked by GAC representatives and other groups to find a position on these topics because we are involved with governmental support and we are looking - we are representation for the next round for geographic strings and we will have more members from this area. And so we have been asked by ICANN and other groups to get a position on this so that there are more positions. We are one of the stakeholder groups here which could have a strong position. We're trying to do that.

Sebastien Ducos: Okay. I'm also conscious of time. And again, I know that not the whole room wants to talk about this for hours, this eminently fascinating topic, but so we can - no, it is, it is. We can continue the discussion outside. Again, you're going to hear about this for the next year until you don't want to hear about it anymore.

Shall we go to the next topic? And the next topic was GDPR and it was yours, (Henry).

Henri de Jong: Okay. I'm (Henri). I'm from - I represent (Freesland) in Amsterdam. I think you all know we are busy for more than half a year with ICANN to resolve the Whois privacy for individuals in - for the Dutch market. So I think nine months ago we closed Whois or we made it two-tiered access for (Freesland) for individuals and Amsterdam I think four months ago, and we were always in communication with ICANN how we're going to do this and that we had a problem with this with the law.

And finally last Thursday we received a letter from the Dutch Privacy Authority that the open Whois is illegal in Holland since 2003, and the way we do it is the right way according to the law it is. And the law in the European Union next may - next year will be the same. So our solution is approved by the Dutch Privacy Authority.

There's a Dutch letter and I don't know if it's officially translated now. No, not yet. But as the IDN, the backend provider of .amsterdam, promised to translate it. And I know there are some translations on the web. But that's basically the summary. And I'm happy to answer any questions about it. And I want to thank you all for the support we had with the compliance department last time on (Billbow). So they were very heavily pushing to put it back. So now they gave us more time when you sent the letter for the group and the registry stakeholder group. So thank you for that.

Sebastien Ducos: Sebastien for the record. You're very welcome. So we've all followed this topic obviously for all of us Europeans, I happen not to be, but for all of Europeans here this is a very hot topic. For all of non-Europeans (unintelligible) it is also a hot topic in the sense that Europe is too big a marketplace for us to ignore and everybody has to play also various roles.

So just a few points. So there is a letter indeed from the DPA that has been issued. The - my level of Dutch is limited but not completely inexistent so I have read the letter. I'm happy to go through the letter if anybody is interested. But indeed I can't translate it because it's a legal document. And the difficulty has been to find somebody who's happy to translate a legal document. Because if Ireland and Amsterdam are part of the beneficiary, the result of that document, they don't want to translate it, which is fully understandable.

But there's been an English translation circulated. I know that at least the Dutch board members have given some - I don't know if was verbal or written, but some kind of translation to their board members.

The other thing I wanted to say about this is yesterday we had the Registry Stakeholder Group meeting and particularly at the end of the day we had a meeting which brings together the registries and the registrars in front of the board. And this is a hot topic for all contracted parties, so for that whole room. And for those who were in the room last night to witness it, there was a bit of

a fistfight on that topic. There was a very quick discussion on other topics that went very smoothly. That one was less than smooth.

It wasn't a no (unintelligible), it wasn't horrible either. I think that ICANN are working on it. I think that we're working on it. But we were trying - everybody was trying to say to ICANN stop chasing the compliance people that are having to do this ahead of schedule. Given the fact that everything is crawling, is moving a very, very slow pace, we will all at some point will have to go and break some kind of rule in order to fit the GDPR. And at that point we don't want compliance on our back.

We're doing this in very open view and open negotiation and talking to everybody. Don't do it. And there wasn't a forced to be won but it was sort of understood that yes it's reasonable, we shouldn't, et cetera. But then yet again, a month ago we had the example of a contrary with compliance chasing AFRALO in Amsterdam and asking them to turn of whatever measures they put on to protect their Whois and opened it again.

So I said this on Sunday. I'm just - very quickly. We don't need to have this because we had a long discussion on Sunday about it. Again, the topic, GDPR, is not just Whois, it's a lot more complex than that. We're looking into it. We're working on it. We have a position paper on our website, geotld/gdpr. People can see the whole - the document that we produced. Please share them widely. Critique them. You know, tell me - tell us what we did wrong, what we're not understanding about it, et cetera, have it - disseminate as much as possible.

I want to have the position of showing that we're proactive so that should we have to go and shut down anything in five months, we can do it and genuinely said that we tried to work with you people. It's not going fast enough. This is what we're doing. And be as clear, transparent, and - as possible.

Now one last thing that came also yesterday in discussions with registrars, and we need to be careful in that discussion. On the registrar side, it seems to be the agreed view, maybe not by everybody, there's a general consensus, that they are better off not giving us data. They're better off registering people, taking registrant admin and tech contacts, and not giving us those contacts. Because as far as they're concerned, that would be already creating complication and it's a potential breech because of the consent - change to consent.

I've explained to them that if they give me data, I'm not going to display it. If they give me data, I will treat it with care. I will treat it according to GDPR and et cetera and that we should work together. It is my humble opinion that we're better off with the data today simply because of the very long drawn conversation between ICANN and VeriSign over making .com and .net thick Whois instead of thin Whois.

If we don't get contact data, essentially we're holding a thin Whois. And I don't think that ICANN, after fighting VeriSign for so many years and technically winning that battle, will now say, "Oh no you were absolutely right. Everybody should go thin." I don't see it happening. It may happen that RDDS in two, three years, whenever they finish with their work, two, three, or thirty years, they come up with a resolution that says technically registries don't need contact details. Because technically we don't.

To put a name on the Internet, we don't need it. We need it when registrars need to exchange data. When you need to move - when you need to transfer a domain from one registrant - or one registrar to another. Technically we don't need it for other - for any other reason.

Our position is, again, give us the data. We will safeguard it. We will protect it. It will be GDPR compliant. But we don't think that we should be fighting the thin Whois fight today. Let RDDS tell us later what piece of data we need to

keep. Okay? So that's another talking point when discussing with registrars. I see a registrant in the corner that - (Marna), that's you.

Anything else that was discussed yesterday on that topic? I think that's pretty much it. Otherwise we've killed that horse. I can't wait for that topic to close and get on to something else.

Now as much as we've got thanks from AFRALO that for the support that we gave them, and we are amazing people, so you're absolutely right, we - I have been voluntarily using this topic also, to be very frank, to put us on the map. And it has made a big difference. We have a voice today a year and a half into making of - or at least the forming - the official forming of this group, we have a voice that we didn't have before.

Before, we had a group that was talking to each other and it was great but the voice in this community. It is also very much thanks to GDPR and what we've had to do with it and the work that we've done. So again, promoting that work is part of giving us the credibility that we should have as a group. That creditability is also going to be useful for us in the geo - in the next topic that we have. The more credible, the more professional, the more savvy we are in what we know in GDPR, we keep on being called.

This afternoon I have a meeting with the APAC community. The Asia Pacific community knows very little about GDPR. Want to hear about it? Invite us. Invite me, because I'm also part of the APAC. But invite us, the geoTLD group to talk about it and I will talk in the name of the geoTLD group. Or this is a credential building - creditability building, sorry, in order to be able to go and fight the other fights that we're fighting.

Dirk Krischenowski: And we have developed, especially (Marianne) and Sebastien, have developed a 50-slide presentation, which is on our GDPR page on our geotld.group website, which gives a good guidance for everybody in the

group who hasn't been involved before to see which detailed things. It's really perfectly sorted out, what happens, who, what, and when it is effective.

So that's great stuff. And a lot of other people already said, yes, that's really good work. We would love to have that - something like that from ICANN, not from you guys. But we did it. So that was good.

Sebastien Ducos: Also technically for anybody jetlagged, fantastic (unintelligible) immediately. So now we're going to talk about the fun stuff. So battles aside, we're also here to share and discuss what we do together. We have until - so we've got 50 minutes to do marketing presentation and for everybody to tell us (unintelligible).

Dirk Krischenowski: I thought it was 10:15? Yes, 10:15.

Sebastien Ducos: I've got 9:25. Anyway, 50 minutes.

Dirk Krischenowski: Fifty?

Sebastien Ducos: Fifty, yes. Oh no, not 15, 50 minutes. So we can go in the order of the slides or we can go in whichever order. (Jonathan) are you ready?

Jonathan Frakes: Certainly. Thank you, Sebastien. And I'll go very quickly to respect everyone's time. So hello. My name is (Jonathan Frakes). I know many of you. I had the privilege of knowing many of you. Many of you are friends I've not yet met and not strangers. And I just wanted to take a moment to thank you all for letting me come and talk to you.

I'm the new executive director of the Domain Name Association, which is an association about promoting utility and awareness about domain names for our industry. We stepped up to do this about four years ago. A variety of different groups, self-interested groups got together to help expand

awareness about the new domains, something that we all do and we all benefit from.

And we thought collectively this is an initiative that will help us all benefit, so let's do this together and let's coordinate because we might be able to save each other time, we might be able to save each other money, and collectively often we'll have a voice that will help us grow and expand awareness of the use of domain names an initiative that will help us all benefit. So let's do this together and let's coordinate, because we might be able to save each other time, we might be able to save each other money, and collectively often will have a voice that will help us grow and expand awareness of these domain names.

We have had, we started off with a certain executive director, was Kurt Pritz at the time. We've gone through, and I'm the third executive director of this. We've had changes and we've gone through evolutions. Where we were initially focused on policy, technology standards and other things, we've really unified and focused our message towards marketing and towards helping awareness and positive message about our industry.

How many of you, if you raise your hand, have had a substantial amount of your time and energy put towards educating people about your initiatives? I mean, it's likely, it would surprise me if many of you had not. Yeah, and we also are out educating, helping people learn more about what we're doing. We're also evangelizing, you know, about the utility and benefit of domain names and we're also engaging in different ways with different groups, both inside our industry and outside of our industry.

We feel that, you know, there are 300-plus million names out there but the population of the world is much larger. We believe that we can advocate and expand awareness of multi domain strategy for people. There'll be a lot of companies that will probably work a lot with many of you to create portals and to build and really manifest the benefits of your domains.

And I'm delighted Dirk and I had an opportunity to discuss, you know, me coming here and telling you about us. We would welcome you to participate with us, we're changing our membership structure to make it very affordable. We will be working collaboratively with the Geo group as well as the brand registry group within the registries to help with this message and we would look to you for help as well whether it's in financial support or just in resource help.

We'll be keeping collective industry calendars, we'll have a repository of different marketing messages that might be helpful you in what you're doing so that you don't have to duplicate the effort, and just like this group is focused on Geo, we're focused in a larger sense in telegraphing and evangelizing and engaging with people about domain names and their utility.

You'll be seeing a lot of changes. I just started two weeks ago. We have an incredible repository of marketing material, data and other things that we've collected over the past four years. And so I'm coming up to speed, I don't want to talk specifically about those. But we're talking about having collaborative membership possibilities. We want to be very inclusive. I think it's probably been perceived as being something purely for new TLDs and only certain players.

I really want to correct that perception. We've also been perceived as being about policy and we really are straying away from that. I think there's great organizations I see, (Lars) is here from Echo, there's also the I2C that are working in the area of policy. That's very small to us. Our focus is marketing, message and really helping to articulate a very positive message about the domain name industry.

So I welcome you all to participate. You can talk with me individually but we'd be delighted to have you and we are trying to make a very large organization a very inclusive organization and I just want you to know that you all are very

welcome and we look forward to collaborating with you in the ways that we can. And I thank you for your time, thank you.

Sebastien Ducos: This is Sebastien. Thank you (Jonathan) and actually before you go I had one or two questions. So one thing, the DNA was pushing last year quite heavily the Team Domain Initiative, I believe that's what they're calling it. Is this still something that it is on your agenda, and just because here within this community we have nexus policy, we have the sorts of things that are part and parcel of what you were, what DNA was advocating. I'd love to hear your position on all that.

The second one is about fees. Not your fees, ICANN fees. There was a position from the DNA to, at some point to try to get option proceeds to be used not to universal acceptance but what you called universal awareness. What's your position there, how are you going to go about this, and there's a general discussion in this community, particularly here, where we have smaller TLDs sometimes, the discussion about negotiating potential fee reductions for small TLDs, and what's your position there?

Jothan Frakes: So do you mean, so thank you Sebastien. I may dodge some of that just due to my newness, but I've been involved in the DNA but just not in the policy realm. I can talk towards the fee structure of becoming a DNA member. You know, we will certainly take into consideration a number of factors to bring in awareness, but I think you're talking about fees with respect to ICANN.

So that's in the realm of policy, and you know I think that we are glad to, individually members will review and support the initiatives that make sense. I don't have a position on any of the three things that you said. We do still have the healthy domain initiative but it's gone through some transformation to make it more universally compatible.

We are, I'm trying to evolve the organization of the Domain Name Association more away from policy, but we do have that as sort of an evergreened

initiative, and it's really all about self-regulation. Let's regulate ourselves before we have something really ugly put upon us, and I think that was the real, I think initial reason that we had put that forth.

The, so that is an initiative that's still going on but we're reviewing whether that will remain in the DNA or perhaps we'll coordinate that more with policy groups like the I2C or Echo. And that's just my personal opinion on it. I'd have to vet that with my board. But I want to really talk authentically with all of you.

I'm glad to answer some questions about this by e-mail. And follow that up later, or perhaps Dirk and I were talking about exchanging, perhaps being able to cross-post lists or do something to share between our organizations.

It's very new, but I do want to tell you that I'm here, we're friendly, we want to support you in the ways that we can. I think many of us have tried to get at the auction proceeds chest or the application fee surplus chest. There are softer walls to beat one's head against. You know, we have looked to self-funding for most of our initiatives. We're looking at ways to constructively propose individual programs, whether they're around communication and outreach that makes sense to ICANN, to coordinate with them about awareness campaigns that go beyond our industry.

But I don't have a good answer to tell you other than to say we look at that, but we look at it somewhat authentically. We know that the money's there, we see that it's regarded, so we're looking at different ways to access that if we can. But I have expectations of zero, so I can only be delighted if something happens.

Sebastien Ducos: Good move. Again, thank you very much. Any other questions for Jothan? No, thank you, thank you very much, we'll definitely come back to you with ideas and more ways of collaborating together.

Jothan Frakes: Thank you, I look forward to it. And please do, I'm very easy to reach and glad to.

Dirk Krischenowski: Oh, Dirk, is there another DNA session today or tomorrow?

Jothan Frakes: There is a Healthy Domain Initiative session today, it's at 1500, and then tomorrow morning we do have a member breakfast where we'll be giving an update, the substance of which is about just what I just told you about, to be fair with your time, but if any of you would like to join, I see a couple members here in the room. But if there are some who would like to join please reach out to me. My e-mail address is (Jonathan), J-O-T-H-A-N, @TheDNA.org. Thank you very much.

Sebastien Ducos: That's what we are waiting for. Okay, thank you very much. I think that we'll move on to the Dot London and Dan's presentation. We'll deal with the miscellaneous off the…

Man: Yeah, I don't want to talk for 30 minutes, so we're waiting for you. Everybody's waiting for your presentation, so.

Sue Schuler: Dan, I will let you know that I did ask, Dan has a beautiful little movie that's embedded in this but I'm sorry, it isn't going to be able to play.

Dan Hill: It's not going to work.

Sue Schuler: I tried very hard to get them to play this for you but it's not going to work, so I'm going to load the PDF.

Dan Hill: Thanks, Dan Hill from Dot London for the record. I'm very happy to be here today to present the details around our very exciting new live Dot London campaign. The campaign went live actually last week on the 23rd of October, so we're right in the middle of the first phase. The campaign consists of two main phases. The first phase as I've just said started last week and will run

through till mid-November. And the second phase will commence on January the 15th, 2018.

The first phase is predominantly an out of home campaign supported by lots of digital activity and registrar partners support as well. So we are featuring very, very heavily on the London Underground, and we also have extensive outdoor digital and static advertising around the city. And second phase will be a TV campaign, which I'm very excited to be able to tell you about today. I can't show you the campaign because we're still producing it. But that will be ready for launch on January the 15th and again it will be supported by some out of home advertising and a robust digital schedule of activity as well.

As Sue just mentioned I was hoping to show you a quick testimonial and use case video from some of our Dot London customers who are super-passionate about the names that they have, and they really see the value and they speak very succinctly and articulately about the value of having a city-based domain name. But sadly we can't see that today so I'll try and find a way of sharing that with the group in some other way. But thank you for trying, Sue.

Sue, do you know if the other animations were possible to play, or that, the ones within the images themselves?

Sue Schuler: You want me to load the Power Point and see if we can get those animations to play?

Dan Hill: That'd be great if you wouldn't mind, thank you.

Sue Schuler: No problem. But yeah, I know the movie it's not possible.

Dan Hill: Just while Sue's looking at that. So we have three broad objectives with this campaign, and I think the important thing to start with saying is this is not a direct sales campaign, as such. Clearly driving the size of our registry and

actually selling domains and making money out of them is our primary concern, even though we are wholly a subsidiary of London & Partners, which is the mayor's official promotional company for the city, and they are run on the not-for-profit basis. Dot London Domain, Limited itself, it's run on a commercial basis.

So the more money we make from the sale of domains, the more money we can give back to our parent company to allow them to do fantastic work for the city itself. So super important that we grow our registry, super important that we have excellent renewal rates. So that's the first kind of objective, the business objective is to drive new registrations.

But the marketing objective and the communications objective here is to raise brand awareness, it's not simply about the kind of more pointy end of driving sales at this point, although there will be a long-term effect from doing well during this phase and building up the name and getting the awareness out there.

Because we've done lots and lots of consumer research validation and insight work, which I'll be happy to share with the group, you may find it particularly interesting to have access to that too. And the big problem we have here is awareness, right, people just don't know that these names exist and along with that comes an issue with credibility. Because people don't know they exist, they don't see them being used out in the wild as much as we would like, so they're still very much viewed as the poor cousin to the incumbent name, the dotcoms, the dot UKs, et cetera.

So there's a clear opportunity there for us to raise brand awareness, you know Nominet are selling around 30,000 .UKs in London at the moment, it's a phenomenal amount of names. If we can tap into even a small percentage of those, we have a really, really healthy looking business. So.

And the communications objective is to have, is to enable us to convey the desirability of having a London address, so clearly London has its own very powerful global and very credible brand with many associations to it. We know that our customers love having the ability to build that city name directly into their online presence, it's very, very important to them. So the advertising has to be stylistically very desirable, very kind of high quality, if you like.

So let me show you some of the work, and it's quite difficult to bring a campaign to live in a situation like this, right? So I've been working on this for a long time, I'm very close to it, and very passionate about it. But when it's just images on a screen it can be hard to convey but I'll try my best to give it a go.

To the out at home section, phase one, as I mentioned before concentrates on four of these fictional businesses, the first of which you can see here is Shoreditch'sSharpestShave.London, and before you can say anything that isn't supposed to be a real URL. Okay it's supposed to get people interested to the visual style of the address itself, and tell the story of businesses wanting to be the best within their vertical or sector within the capital.

And the line at the bottom, of course, then makes it very clear that we're talking about the main name, so it's "Great London business deserves a great London domain name." You'll see the guy in the middle there, he's clearly the best, he's clean-shaven. The other guys, you know, they aren't the best, they can't be bothered. So be like the middle guy.

No offense to people with beards intended. Got a nice moustache. Next slide, please. Topham's Top Bananas, so Topham is an area in north London, it's worth pointing out that each before execution represents a broad area of the city. This one's getting a lot of interest from people, particularly because of the very playful nature of the creative, but again it's not supposed to be a proper URL.

If you typed in Topham'sTopBananas.London in a browser it will resolve into MakeYours.London, which is our campaign page, which we've also fully redesigned to support this campaign and which Nick my colleague can talk a bit about in a second.

Next slide, please. Helmslow's Hottest Curry. Again, all of these are also animated, so it's difficult to kind of ask you to try and picture how that looks in your mind's eye. They look pretty good flat and static, they look much better when they're animated and hopefully we'll be able to show those in a second, but I guess we'll see. Next slide, please.

And Greenwich's Greenest Gardener, representing the east and the southeast of the city. Bit difficult to see the image there, but let's go to the next slide and see if we can get the animation to work. You may have to click on the black box.

Sue Schuler: I'm sorry, what he's telling me is if we load your presentation onto this, we can show it on the screen but the people that are joining us online won't be able to see it in Adobe.

Dan Hill: Okay, so I'm happy to do it however you want to do it

Sue Schuler: You want to do that?

Dan Hill: If you'd rather, I can send around later and people can access it online somewhere else, or I don't mind, I'm conscious of time, as well, so.

Sue Schuler: Right.

Dan Hill: But take it from me, the animations are incredible. Sure, sure, of course, yeah. So had some pictures actually to show you of, oh, there you go, thanks. Great. Thank you very much, I don't know if you guys in the room can see those, but.

Man: (Unintelligible).

Dan Hill: Every time you go to the landing page and refresh the page you get a
                        different animation, so. It's a, take it from me, it's a really cool campaign, it's
                        very eye-catching. And I should say that, you know, we have, I may have
                        mentioned this before, we have put every single element of this campaign,
                        both from the strategic planning perspective but also through to testing the
                        individual creative roots, we've put these through extensive testing.

                        So it's not just an idea that we've had and brought to life because we think it's
                        the right idea. We've actually been asking consumers what they think about
                        this, so it's fully validated and on that basis we hope it actually ends up
                        working, of course. It's always difficult to know how it's going to go, until you
                        actually get these things into the marketplace, but yeah.

                        So here's some examples of the creative actually out there in the wild, so
                        that's a London Underground tube car panel, and excuse the quality of these
                        photos. These were taken, if you move on to the next one, please, with a
                        closed circuit television camera so it's not great. But that's the Chiswick
                        Roundabout in London, so it's one of the big roundabouts that you come to
                        as you come into the city from Heathrow. Next slide, please.

                        This is the Euston westbound underpass, which is a hugely, heavily trafficked
                        area of London. That's a huge really effective piece, we're really happy with
                        that one. These are all animated by the way so when you go on today you
                        can see the animation playing out very nicely. Next slide, please. Again,
                        another example, Vauxhall Nine Elms, a very heavily trafficked area.

                        So you can see that we're serious about this, we're out there, we're fortunate
                        enough to be in a position where we can spend a bit of money on trying to do
                        this. We hope that by doing a widescale kind of brand awareness campaign
                        like this it won't just have positive effects on Dot London, it'll be a case of, you

know, the rising tide raises all boats, and we hope that all geographies will benefit as a result of this activity. So, next slide, please

There's some other things that we're doing outside of the actual, above the line or out of home or TV-based activities, and I'll hand over to my colleague Nick to talk more about those items.

Nick Mouton: Thanks very much, I'm Nick Mouton from Dot London, and so we've been live after about three years and anecdotally we found that small businesses around London are the ones that are really sort of picking up the domain name. So what we want to do and what we are doing is championing those Dot Londoners, the people, the businesses that picked up Dot London domain names, but also being seen as empowering them but also empowering small businesses.

So our media outreach involves going through to print media as well as online media. So the Evening Standard, it's London's main paper, circulation about a million a day, and the response, we got onto the Entrepreneurs page, which is the direct page that links up with small businesses. And so we're going to be profiling our Dot Londoners on that particular page and also running adverts and also sponsoring, fully sponsoring (unintelligible) logoed up and information about what Dot London is all about.

That has been going through both phases for eight weeks and also inline-wise with targeting business websites for Londoners as well as the UK, sponsoring newsletters and doing advice pieces for small businesses so that it can feel that we are helping the small businesses and being a name amongst that particular community seeing as London, 98% of the businesses that are registered in London are small businesses, that's quite a nice big pool for us to dip into.

And so we're doing stuff with The Memo, Talk Business and also London Loves Business for the TV stage, which is more sort of London-centric business publications.

So that's involving profiling Dot Londoners as well as doing advice pieces about best things to do with your domain name or how to get online or being digital and that sort of thing, that's the approach that we're doing. Next slide, please Sue.

And these are sort of examples of the hits that we're getting, full page and double-page spread in the Evening Standard, and also we're going to have presence at the business show over in Olympia, London, in November time, which is a big sort of place for small business to go and get advice. So a presence there. And there's examples of some of the pieces of coverages down below for The Memo. Again, please, Sue.

So the whole strength of empowering Dot Londoners, so we see our Dot Londoners really as advocates and we want to try to work with them as much as possible, because not sure what your experiences are when you're talking to Joe Public and when we talk to them about Dot London they've a bit of a shrugging, is that like DotLondon.com. So no, not really, it's the equivalent to replacing .com or .UK. And the next question is who has it?

So it's one of those things of where we want to empower those Dot Londoners so that they become advocates for us and people know more about what they're doing, and also showing a bit of love to them so we don't feel as if we are just supplying them with a Dot London domain name, we're also caring about what they do and want to shout about what they do. So the more profile they get, the more profile we get as well in return. So it's a bit of a nice relationship we're building up with them.

So things we're including in the testimonial video which unfortunately we didn't' see, we also do written case studies out on our website,

Domains.London. Blog articles and media profiles with the general media business profile, publications or general consumer publications. Social media supports, a daily posts about Dot Londoners and general London news across Facebook and Twitter, so thank so much for those who like and share our posts, much appreciated.

Particularly Dirk, who's a big fan of liking and re-tweeting, appreciate it. And also we've done previously some free business-related advice events and also awards, award events as well to show the love to small businesses. So the next step is more a formal sort of interactive approach for our Dot Londoners and getting them to use our website portal. So we're going to be creating an interactive Dot Londoner map that people can go on to and see where Dot Londoners are based.

So this will give them nice profile push, so it'll include a case study about them, more details about those Londoners. Also gives a really nice networking opportunity as well for those small businesses that need to reach out and feel as if they've got some form of relationship. so you can build a nice Dot London community amongst the people who are, so shouting about what we're doing.

And so the whole idea is to build it, empower it and showcase and get our name amongst the small business community. Thanks, Sue. Next one.

Dan Hill: Thanks, Nick. Dan Hill again, Dot London. I think it's important just to restate a couple of the things that Nick said there. We do have, we feel it's almost much an obligation to not just be a company that sells domain names. Because of our position as part of the mayor of London's official promotional organization we feel a responsibility to help small business in the city. So although selling domains is our primary objective and we'll continue to do that as our primary objective of course, we also feel that supporting and educating and inspiring small businesses through some of the activities that Nick mentioned is really, really critical as well, and that hopefully we feel we can

make a real difference to the huge amount of small businesses that exist in the capital, 98% of small businesses in London, actually or businesses sorry are small business in London. I described that very badly, but they are literally the beating heart of commerce in the city of London. So it's our duty to support them in any way that we can.

So lastly, very quickly, just talking about the TV campaign that I referenced previously going live on January the 15th. I can't say too much about it at this stage, because it's still in production and we have a couple of potential celebrity opportunities regarding the music that we're going to be using in the video and also the voice over as well, and we're talking to a couple of very, very high profile London residents who have expressed an interest in helping to give back to the city by contributing to this TV ad, so that could be quite interesting. And as soon as I have something to show you I'll be very happy to do so.

It features the four animations and executions that you saw previously plus two new ones. Mayfair's Meanest Mojito and Harrow's Handiest Handymen. So imagine it'll be a 30-second advert. All six of those animations will smoothly transition into each other and a very hard-hitting end frame, "A great London business deserves a great London domain name," with a voice-over supporting that in a very clear call action to "Make yours Dot London."

The backing track that we use will be an old track from the late '90s, actually UK Garage track as it's called. Wasn't really my kind of thing but apparently that's how it's classified. But it's a very, very well-known track and it basically involves the line "It's a London thing," kind of repeated.

So we're going to re-record that and add some new customized sound effect to represent each business type as well, and it will be shown on London terrestrial channels, so Channel 4 and ITV. Video on demand, so SkyGo for instance, catch up services and programmatic digital, and we're very excited to be working on that at the moment.

So that's our campaign. Any support that you can offer us would be much appreciated. We particularly like to talk to the DNA I think about how we can spread the word out to the industry. We have released press releases to the industry and it's been picked up by a few of the domaining sites but we'd like to get more coverage if possible. So that's us, thank you very much.

Sebastien Ducos: Thank you, Dan.

Ronald Schwaerzler: Can we put some questions?

Dan Hill: Sorry, yeah, any questions, please go ahead.

Ronald Schwaerzler: Not being a native speaker, I think I got the idea. You're playing with a three-word claim, having the first letter that says Mayfair's Meanest Mojito and something with the Greenwich garden, and the shapest Shaver, whatever. What I'm wondering is, the apostrophe, because this is not a real domain name.

Dan Hill: Yeah, that's, it's Dan again, that's correct and that's deliberate. We don't feel it's necessarily an issue for it to be not exactly representative of an exact string. As I say it tested very, very well. There was a surprising lack of confusion. I took your view that it may confuse people initially. But it tested very, very well in the validation stage.

So as I said the idea is to get people interested, to have their interest piqued by the interesting, playful style of the itself and then kind of hit them with more kind of pointy-ended messaging as they go down the funnel. It's a great question. Anyone else?

Sebastien Ducos: I have a question but it's not a question directly on your campaign. We, we're all volunteers here. We're all trying to help each other. You seem to know what you're during, in terms of marketing, in terms of campaigns, in terms of

all that. Would you have some time to help us collate that sort of information on our site. What you're doing, what others are doing, in order to be able to share that bit of information?

Dan Hill: Yeah, absolutely, I'd love to help in any way I can, absolutely. Just let me know how.

Ronald Schwaerzler: Ronald again, for the record. Can you give an estimation of the amount of money or barter deals or whatever it is that you're spending for this campaign? It must be a tremendous amount.

Dan Hill: Thanks for that question. Do you mind if I dodge that? I'm not entirely sure it's appropriate to reveal the level of spend in this particular forum. I'd be happy to take it offline. Thank you.

Sue Schuler: Yes, we have a question on Adobe from (John McCormick) from (unintelligible) .com. Have you thought of having regional portals or sub-domains to drive registration?

Dan Hill: Thanks for the question, the short answer is no. And I can't give you a particular reason as to why we haven't done that, it just hasn't come up as something we felt it was necessary to focus on for this stage.

Dirk Krischenowski: I would direct you to this, Dirk for the record, you had domain names like I think London., no, Hotels.London or Hotel.London, which is operated by you or…

Dan Hill: So, Hotels.London is operated by London & Partners in the same way that, is it, theater too or tickets, I think it's Theater.London or Tickets.London, we have a number of London & Partners-owned properties that use Dot London addresses that are actively marketed by the mayor's promotional company.

Dirk Krischenowski: Are they successful, would you likely do it with more portals, with more strings or more topics? Is it, is that's the question I think for all of us to operate ourselves some portal.

Dan Hill: Yeah, absolutely, I mean they're very successful. I don't have the exact figures in front of me regarding traffic and conversions and things of that nature. But I know that Theater.London's been very, very successful over the past kind of 18 months since it was formed. Hotels.London is, I believe it's powered by Booking.com, actually so it's basically a front end for that. But it's doing very well in its own rights.

And of course we have the luxury of being able to push all those names actively to consumers because we own the .London portal. So that's a nice channel for us to have access to and it majorly gives us exposure in front of over 2.5 million people a month as well, so it's a pretty luxurious position we have.

But certainly our aspiration is to look at more of those kinds of sites and get them live as often as possible and get as many Dot London names as we can into the wild.

Sebastien Ducos: And okay, Elaine?

Elaine Pruis: Elaine Pruis, I just looked up Make Yours Dot London and tried to find my name, which is available. I went to their two registrars that were presented as options for purchasing my name. One of them had a dedicated London landing site and I wasn't offered any other version like Elaine.Live or Elaine.Burlen, just Elaine.London, which is probably going to be more effective in completion.

The second registrar, there were several other options. So two questions, I'm wondering do you rotate registrars, or are those just your two dedicated

partners for this campaign? And then are you seeing a difference in conversion rates between those two?

Dan Hill: Thank you. So the first thing I'd say is that the experience that you talked about with other addresses not being presented post-point of search is supposed to be replicated on both those landing pages, but some elements of our partners support for this campaign haven't gone live and won't be going live until this week.

We are working with those two particular registrars specifically because they came to the table and offered to support us in this campaign. They saw the value of being involved, but we are always open to having conversations with anyone who wants to help us spread the word about Dot London.

We intend to make a lot more noise about the domain, not just during this campaign and the second phase that we have planned in January. But it's my ambition to keep more proactively marketing the domain as we go to 2018 and 2019 and 2020.

So we're not going to stop talking about it, we haven't done enough marketing of late, we haven't really done a huge amount of proactive marketing since we launched back in 2014. So it's been about three years since we've done anything proper like this, and we're always looking for willing partners to help us do that. You can take advantage of the halo effect of the noise that we can generate.

Lucky Masilela: Thank you, Lucky Masilela. Have you partnered with Digital Town messages? If yes, what is your experience. If no, why not?

Dan Hill: Yeah, we have. I think that's public knowledge. Dot London has a more of an agreement than a partnership at the moment whereby we are providing names to digital town and we are playing a part in helping them activate their smart city and local economy initiatives.

I can't really speak to the results of those efforts so far, because we're only about four months in, and Digital Town are doing some fantastic proactive work in trying to build up their own momentum at the moment. But we're working closely with (Rob Monster) and his team and we're optimistic that he'll be doing something really great.

Lucky Masilela: Is it something that you want some of us to consider, you know, from your experience?

Dan Hill: I would certainly urge you to look into it. I mean, there's absolutely no compelling reason why I would say that you shouldn't. It's different for every case. And we all have different business objectives, we all have different ways in which we're funded. Certainly for us there was a clear benefit in what it was doing in terms of helping us to A, grow our registry but also make Dot London names more prevalent out in the wild, so it made complete sense for us to work with him on that basis. It may work in a similar way for you.

It's difficult for me to kind of provide advice, if you like, or kind of empirical data about how that's going, because we're still too early into it, but as we continue to progress I'd be happy to share more.

Ronald Schwaerzler: Hi, Ronald for the record. Just for the record, because most of the companies have offline focus, and there was and everything, and I understand that you are spending a lot of money in this campaign.

Dan Hill: I just said that.

Ronald Schwaerzler: I can't imagine, I can't imagine. Just looking at that, I can imagine that there is a lot of money involved there. So how do you expect to measure the impact of the campaign, during the conversions, all of that? I know that's it's most (unintelligible) but how do you measure all of that, yeah?

Dan Hill: That's a great question, thank you. So I properly didn't assess enough how much digital activity we are doing as well. So yeah, I presented the out at home campaign because frankly that's the most interesting part of it from a visual perspective. We're also doing extensive display advertising, PPC, SEO, lots and lots of social work as well across social media channels, all of which are of course trackable.

We also have in the case of one of our registrar partners who is supporting this campaign, 123 Rich, they've also implemented to help us track conversions and user journeys and fairly sophisticated tracking at their end as well.

So if a person clicks on one of our campaign banners, goes through to our site and searches for a name and goes through to 123 Rich for purchase, we can then track exactly what that individual then does, whether he or she then goes on to actually buy a Dot London, or whether he or she goes on to buy something different perhaps.

So we have a whole bunch of different trackable options that we can fall back on. Out of home in television, you're right, it's difficult to track. And it's largely assumptive and based on precedents rather than being empirical data. But the digital stuff that we have is as trackable as it can be. And we will be tracking it as often as we can to make sure that we can optimize what we're doing throughout the campaign on a channel by channel basis.

Ronald Schwaerzler: Yes, one other question. You said programmatic digital, you were talking about real-time bidding, advertising…

Dan Hill: That would be an element of it, certainly. Yeah.

Ronald Schwaerzler: Okay did you try it before, because we're testing, we're going to work on that next year so we're checking that.

Dan Hill: …earlier this year, I'd be happy to share the results offline if that would be useful.

Ronald Schwaerzler: Okay.

Dan Hill: Yeah, absolutely.

Pierre Dordhain: Pierre Dordhain from Next Gen program. I just had a question, so I understand that you are looking to market a lot and you talk about small businesses primarily. I was just curious whether there's any consideration for I guess making the process somewhat exclusive to create some sort of prestige that would attract businesses to, a registry within Dot London. I don't know if that makes a lot of sense, but, incidental diluting, I guess, registering under Dot London.

Dan Hill: I'm not I entirely understand the question, sorry.

Pierre Dordhain: That's all right. So I guess I'm just curious whether your marketing a lot to try and get awareness to try and get a lot of people, particularly small businesses, to register under Dot London. If I was a small business, I wonder whether I'd be more attracted to it, if it would be more beneficial because it creates a certain level of prestige, or it's respected to have a Dot .London domain name. I don't know if it clarifies what I'm asking or not. Like what your selection process is, or if it's just anyone who wants to register.

Dan Hill: Oh, I see what you mean, okay. I mean, broadly speaking, we're happy if anyone signs up for a Dot London, to be perfectly honest. We have no nexus so anyone who can sign up for one as well. I keep meaning to build a campaign around London, Ontario, in Canada, but I haven't quite got round to that yet.

We're lucky that businesses that buy Dot London addresses tend to be incredibly positive advocates for what we do and for what they do

themselves, and they continue to provide inspirational stories to us about how they use their names out in the wild. So to answer your question, no we don't go through that kind of a selection process at this stage, because we're lucky enough to not have to. We're hopeful that the more marketing we do, the more prestige and value we build into the name as well, which will have a positive effect both on our brand awareness and credibility but also the renewals that we experience in the future.

Nick Mouton: Just quickly after that, Nick from Dot London. One of the big messages that we do do for small businesses is initiating the idea of we also having Dot London gives you pride in your city. So the whole pride aspect of it in association with the big global representation that London has.

And so that's one of our sort of big pushes as well and if that sort of feel of, particularly service industries like restaurants and property developers and the like, it helps them to be able to say whereabouts that they, so with .com you could be sort of anywhere in a sense, but .London does give you sort of a sense of geographic knowledge and localizing where you are.

So they could be, so the sense of trust for your customers, so they say okay so you're definitely .London, so you're definitely based in London, so it gives a sort of community feel to it as well. So that's what a lot of small businesses are saying, that it gives them a sort of feel to it, where even with ones who want to go outside of London to market to the US or to into Asia or what have you, they want to use a .London because it's got their sort of seal of being part of that London sort of global reputation. So that's what we're sort of finding from our guys from people who are buying in.

Sue Schuler: We have another question online from (John McCormick) from (unintelligible). "Cookie cutter operations don't build local TLDs. Should Dot London concentrate on SMEs rather than this kind of thing? Most successful TLDs build from the SMEs rather than from the top brands down."

Dan Hill: If I understand the question correctly, then the guy who's asking the question is reaffirming what our approach already is, right, so we're already focusing on SMEs. Realistically we're not going to get Microsoft to use a Dot London, right? So we're trying to build value from the ground up with the customers that we know are the biggest advocates and evangelists for our product.

That's very much our strategy. Does that answer the question? Okay. Great. Just one more quick thing on what Nick was saying just now. We have an interesting situation where the brand of London has always been slightly disassociated from the rest of the UK, right? So people view people in London differently to people in, you know, different cities around the UK. Which is, and this speaks to the GDCR point as well.

We're going to have some interesting challenges when it comes to Brexit. So watch this space, but it's going to be a tumultuous time for us I think over the next couple of years.

Sebastien Ducos: Sebastien, I think that we're going to have to wrap up, yeah we have four minutes. Thank you very much for this excellent presentation, and I'm haven't stopped to have the other discussions because I thought this was flowing. So we're going to have to give the room back and I know we'll be back, the discussion keeps on going.

I am going to take you on your offer to run that work track on marketing. You already have offered it in Amsterdam a year ago, a year and a half ago but we need to push that. I think it was very beneficial to everybody to share their information, and I'm hoping for more (unintelligible) like that.

On GDPR you're not off the hook, Brexit or not Brexit. I understand from your authorities that you're very much going on, to keep on listening. That closes our business. Did you want to talk about names?

Dirk Krischenowski: I have just two messages. The one is I sent my presentation around, so that's no problem. But I'm, your cue is what happened with .Hamburg let's say with our 20% price increase. We couldn't say it last time because we didn't have the numbers in the (unintelligible). But now, so we increased the price about 20% and lost just 4% in domain name registrations with the renewal there. So that's a great achievement there and the renewal rate nearly stayed constant, so that was quite interesting.

So we, even beyond the sweet spot you can find for your domain names, okay, that's the one thing. And the other thing is the NamesCon next year in January I was sending around a message on this. We could have a panel there on the 31st, I think on January at the NamesCon, and I would like to invite you all to come to NamesCon and fill up the panels.

So it's just (Kathleen) and me which are there and maybe some of you is interested to join this really interesting NamesCon stuff because you can learn a lot of marketing. Domain names, the special premium domain names, and the audience is really interested in getting to know what's going on with the new top-level domain names. Most of the guys are in .com and.net and the old TLDs, and there were quite some discussion around the new TLDs, but there was no one to present something. So that would be good opportunity to talk to a broader audience then.

So give me a note if you want to go there. I think the ticket would be 299, so we would get a discounted ticket then, and would be great to have a panel with four or five DOTLDs filling up there and speaking to the broader audience. Okay. That were the two messages.

Sebastien Ducos: So thank you very much everybody. for those newcomers if you could, I see some have already gone, but I know his name. I'm trying to think but actually (Pierre) you're the only one there I don't have names for, so please give me a second to note your names down. But otherwise, thank you very much everybody and have an excellent ICANN week.

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