

**ICANN
Transcription ICANN Copenhagen
GNSO RySG Geo TLD Group – Sharing Experience
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Woman: We can start the recording.

Man: So good morning everybody. This is (Weston Degos) for the record. So, well today's your day actually. You're presenting so I don't do anything. It's my favorite day.

And so well maybe apart from the fact that the first slot will be me giving you a bit of an update on what's happened this week with the other presentations that we made outside of this room.

I don't have any notes or anything so I'm going to try to do it just from memory. So we went, (Maryanne), (Kathryn) and I went on Sunday to see the GAC and present what we were doing.

We received a very, very warm welcome. I wasn't expecting any less but there was interest. There were a lot of people who came to see us afterwards to ask some questions.

I actually extended an invitation this morning but I don't know, I'm not sure I could see him but (Jack Pomo) from the communities because the communities came to see us and say, hey, we're interested in what you're doing and we'd like to organize a group like that too and follow in order to develop there an interest.

We have been invited by (Olga Carvati) who runs the working group on the territory names within the GAC. We're meeting with her this afternoon. And it's not just a meeting. It's actually her working, their working session was a meeting with her. I didn't understand.

Okay, so it's just me but in preparation to participate in these discussions, I have also yesterday attended the BRG meeting. The BRG is always very interested in what we're doing, wants to know. So I'm there because we're, (Nistar) is a member.

But also every time a representative would want to know what we're doing, I'm not seeing (Marge) but I invited him to come here this morning to see if she wanted to give a bit of an update on what they're doing, a quick update. But I don't know if she's going to come up at all.

I have also yesterday in the registry stakeholder group raise interest and particularly interest with regards to the, I'm not very good with an acronym, I don't know why it's not getting into my brain. But the European Data Privacy Regulation, the GPR, GDP, I see I'm not the only one. Okay.

Very good. Thank you. And all the way to, when the contracted parties went to see the Board also asking questions and particularly advising that we've got a year to get this solved. But actually we've got a lot less because if we spend

a year discussing about it, we won't have technical implementation of anything by the deadline.

And I intend to do that again at the forum tomorrow and suggest that anybody else that wants to be the clown in front of the microphone, the more we repeat it, the more we say it, the less we can ignore it.

Now I'm not saying anyone's actually ignoring the problem. I think there's a lot of people looking at it. But I don't think anybody is quite ready to take the flag and start running with it, take the leadership.

(Thomas Seca) is certainly doing a lot of stuff but he needs our voice too to make sure everybody hears. On this note there is this afternoon, I believe at 1:00, you would need to check the agenda. There is an IDDS session which I will not be able to attend but it would be great if somebody is in the room and make sure that that also is voiced.

One of the, let's say the hope of ICANN is that IDDS finishes their work this year and that it includes formulation to take care of our European data privacy issue. I know for a fact because I've got buddies on that team, that it's not going to be the case.

There's no way. They've been working on it for 10 years. It's not suddenly. Because this year we need them to finish. They're going to finish. And so I don't know exactly how to tackle this. But we need to have something even if it's an interim solution, an interim report on what they're doing, something that comes in.

And apparently interests there are very, very diverse and in English you say hurting cats. We're trying to get all cats together in one direction. No, it's

going to be very, very difficult. Is somebody, is anybody available at that time this afternoon? I have 1:45.

It would be great to have somebody in the room that can raise their hand. Last, we talked about on Sunday about the letter for (Egert). He will write that letter. He wrote to me yesterday, the day before. I can't remember, got a brief email for him saying that he will deliver the letter by the end of the month.

So it would have been great to have it this week. We would have been able to push it a lot harder. But we will definitely follow-up, send you all the letter and ask you, you know, whoever wants, to support it.

By supporting I mean, we're going to post it to the ICANN correspondence Website and make sure we all do own postings so that as (Diana) was saying the other day, it appears as an issue, a current issue that they have to take care of.

That's about all on my end. I'm looking at you. Is there something I'm missing? Something I'm forgetting? Nope? Okay.

Man:

About data protection mechanism, there was a meeting with data protection authorities Monday evening, I think, Monday afternoon which I attended. And what I got away with that that they are already aware of that problem for years already, that it gets loads and loads of complaints from people that their information is in the works.

They are not acting up on it so at least it give me a lot of courage to say hey, can we get some new advice on the regulation that's coming from the EU. So it seems like it's already on their agenda. One question that was unanswered

...

Man: When you say they're, the DPPS, the data privacy protection agency?

Man: Yes. So one question that was asked was, if the new legislation is going to be there, are you going to act upon it? And that question was more or less unanswered. So not really a clearance on that but the general feeling was that they were going to do that.

Man: I thought that they said they are going to enforce the new regulation as soon as it is in. Maybe they were not precise on May 18th but they said months later they would definitely enforce it and was no fun.

I haven't, are we, well for everybody are we close to any other questions? No guess not. Go ahead?

(Weston): The other topic is that you have a meeting with (Olga Cavaloti) on her geographic names for next round. So what is our position as a group at the moment?

Are we saying, it's likely that the GAC is asking us anyway because we are somehow for instance for geographic names. So they are likely to ask us, what's your opinion? So we have lists, the applicants in the next rounds to other things. What is our take on that at the moment?

So I have a personal opinion. I don't know if it's the opinion of the group but I can give you mine and see if we can formulate from there. And what I'm saying personally, is after discussions with (Mya) and also with (Effin).

We frankly view the idea of a list as a dangerous idea. I don't mind them expending the list of restrictions by pointing to the existing list of geographic

names. But the idea of the GAC managing and maintaining a list of these names seems very difficult for me for several reasons.

First of all, even with the best intention in the world, it will be in an open ended question because that's the way we work, that's how this community works. We've seen it with the TNCH time and time again.

Every time there was deadlines there was various times beyond in which you were not allowed to register a trademark in the real world in order to be able to accept it in the TMCH. That sort of things. All these things flew out the window.

The second reason is that (implementation and gaming). There's going to be a lot of gaming. And we will find countries that will throw literally the dictionary at that list in order to block it and stifle this process. And that I want to be very, very careful about. So I trust (Olga) to have a good head and know what she's doing and know what she wants.

But I don't know, again, implementation is always there. All the good intentions that created the policy, it needs to be tested again. Implementation and gaming. So that's my personal point of view. It's not fair to tell them what should be in and what should not be in but just that the implementation of this is going to be dangerous.

Potentially we're going to have another TMCH on our hands and ...

Woman: I'm sorry. I need to interrupt. We have people on the line participating and they're asking who's speaking so if you could please state your name before you speak, that would be very helpful for the people online let alone the transcript. Thank you.

(Mya Rogenoff): (Mya Rogenoff). I agree with (Weston). I believe we share this view on this topic and what (Olga) had in mind and what she reminded us is that somehow they're trying to think of a process where there would be an early warning before the application of a name who could be a district name. So let's discuss with them and see how we can help on this topic but on the (unintelligible) we share the same view.

Man: (Unintelligible). Same opinion here. I think in the applicant (unintelligible), we have very clear directions, which lists are included, and when the ISO or whatever are maintaining lists. So whenever a name is on that list you have to have the support of the corresponding country or government or district body.

So if someone wants to have his name protected that way, he should take care, he or she to take care to get the name on one of those lists. But doing another list in the speed of ICANN which currently is done by ISO, by U.N., et cetera with just double or triple the efforts.

So yes a list but the ones that are out, there are bodies that maintain the lists and we have a clear regulation that worked in the beginning and it worked – (Amazon) was on that list from the very, very beginning so it was a man neglecting a list entry.

It is not the fault of not having a list but it's of neglecting, the applicant neglecting that list. So I publically agree with the speakers before.

Woman: We have a question coming in remotely from (Jon Agmon). Thank you. There are rumors going around in .brand and GTLDs earlier than expected. Is that going to remain a rumor until 2020? What's the group feeling about this?

(Sebastien Bachollet): (Sebastien Bachollet). Thank you (unintelligible). Thank you (Jon) for being online. Yes, rumors. We don't know. We don't know. And while some ICANN staff and I don't know that it's been on the record. I think it may have been mentioned by ICANN in another meeting. Not ICANN directly.

But they understand that the next round might be indeed brands. I wish that they also say brands of the GO. I haven't even heard that from them. And as far as they're concerned, it's still a, the idea of having a differentiation between different applicants, is still something, is very difficult for ICANN to envision. As far as they're concerned, this is one size fits all.

There are some subgroups within the 1,5. But I don't know that the idea of having a next rounds just for GOs or just for brands is what they mean. What they mean by that is that the generics aren't raising much interest and that brands will be probably the most likely list of applicants with the GOs. I think that's how we need to understand it.

(Dirk Krovnowski): (Dirk Krovnowski) from .berlin. So what's the reason of the GAC in having this big discussion on GO names seems to be not the fear that the city might apply or someone applies for a city or something like this. Or regional river or so.

But having these cases of multi-national companies which care shit on the ICANN regulations and to apply for a GO name. And if you look into the top 10,000 companies in the world, there are hundreds of, even 1000 which have a GO name as their basis from insurance to printing machines or cement or whatever.

They have GO names and that's what their big fear seems to be from the GAC. It's not about us as group. And we have defined our membership very

clearly. And some GOs like .bar cannot be members because they don't operate .bar in a manner of (auditata), in a manner that is comfortable with GO (unintelligible).

But at the end of the day, if we don't want to have any lists, if they are (unintelligible), then there should be a provisions. I think we have edited something like this where applicants should make sure that they have checked their stream where they applied for, if it's a GO name on a list like, (Gina) pointed out, gonames.org was it.

Gonames.org was on the entries and make sure that they have a name that encased, a relevant GO name. There's a government responsible for it. Have them support or at least non-objection by the way. The word Amazon is also on this list of GO names but it's only for two populated places. What could make, could mean a part of the city or something like this.

And that's, but, you know, it's at least on that list of real, existing GO names. So is it our opinion that we think that applicants should bring up or should say I have checked if this is a GO name on list.

And (Sebastian) because again, I'm not sure that it's not already on the list in the AGB. Would have to look on the exact wording but it certainly says, it certainly gives hints as to what GO names are and says if you, if you want one of those names and obtain a letter of non-objection.

And again, the AGB doesn't say GO. Because you have a geographic name you need to have a GOTLD. It says you need to have a letter of non-objection. If that letter says I don't object you to have it and then you happen to be (unintelligible) and you go and sell insurance with that, that's simply fine, as long as the city allows you to do it.

Maybe another for the record. Maybe our group is somehow divided and those who have a GOTLD are not interested anyway in new GTLDs coming up in next round and that the group should say anything. But on the other hand we are the people being asked from the GAC and we as a group should answer and give a reasonable answer because a lot of GTLDs in the next round may become our new members as well if we have the chance to give a directive or regulation.

And that's why we should come up at the end was a good idea, what to answer to the GAC.

Man: Yes, absolutely. This is (unintelligible) for the record. Sorry. I'm also conscious of time here because we've got a number of presentations to give. Were there any other ideas, questions, sentiments to be answered? No? By the way there's a lot of room in front for anyone that wants to sit with us. Good. So maybe we can go to the next topic. There was a presentation from Wood Press.

Man: Yes, Woo Press I think they'll come later.

Man: Okay.

Man: Later at 9:30.

Man: Can we hear about (Africa) then?

Man: Yes. (Lucky) do you want to take the mike now?

((Crosstalk))

Man: Sure.

Man: Meanwhile I can ask people on the table, where they are? Where they're from? So protocol.

(Richard Pringle): Hello. My name's (Richard Pringle) from (Baledos).

(Steve Belindon): My name's (Steve Belindon) from (Valedos).

(Safelia Rodinas): (Safelia Rodinas).

(Steve Good): I'm from (Euro DNS), the registrar. Don't kick me out.

(Jacob Duana): (Jacob Duana), (GTML).

(Jacob Williams): (Jacob Williams) from Interlink.

((Crosstalk))

Man: Sorry. Let's go.

(Singet): (Singet) from (Stammer).

(Stephan Bugaret): (Stephan Bugaret) from (unintelligible).

Man: Thank you (Mya). No it was mainly to meet the new faces. The others have always, given their names earlier this week so we're all good. Thank you. So (Lucky), please.

(Lucky): Thank you. Think (reservoir) won these two (unintelligible). Finally this is. (basic DotAfrica) has finally been delegated. We now, the joy of being able to talk and put plans in place and we always look at it and say following that, when we got the token it was February 11, 2017.

Now that date for us it become very historic and beautiful in the sense that 27 years ago on February 11, 1990 Nelson Mandela was released from jail after spending 27 years. So there is something about 27. Now if you take 27 plus 27, you come up to 54 which is the 54 countries of Africa. So it's something that rhymes in this beautiful...

((Crosstalk))

(Lucky): Exactly. So, you know, just to kick off the feeling of what's happening to DotAfrica, you know. So I'm going to share with you our company and the launch plan And what we have put in place to try and address it, now those are challenging issues. Next slide please.

This is our company. (NACR) is the acronym for DotAfrica project. And what we may have done, we may have established a company in (unintelligible) called Registry Africa, Ltd. That is a company that will be responsible for the running, the administration of DotAfrica.

Then we are going to create a registrar entity that will assist with the (SLDs) on the continent so that they come in for resale on DotAfrica. It will be a little bit difficult for them to get access to the name DotAfrica. They're not ICANN affiliated. So this is a mechanism that we are creating to, you know, develop the market access for the rest of the continent.

We have a similar arrangement in South Africa, (ZAPRS). That is what we have to create market access for the 450 plus registrars that are accredited by us. So we are creating a market access for them. Next slide please. And just to share some of the products that we have under administration, on the top level domain names. We have the SLDs, .ZAWEB, .ZANET, (unintelligible).

And then the future names, we have (unintelligible) Capetown in (Devon). And GTLDs, we separated that for administrative purposes, we have DotAfrica. And this makes us the largest registry by far on the continent. And administrating over 1.2 domain names under the .ZA name base. And we're quite proud but will want to bring in more of the African countries to increase the number of registrations. Next slide.

Now on the DotAfrica story, we are going to start the onboarding for DotAfrica. It's available online. Now you can go into a Webpage, nickDotAfrica and you can comment on the onboarding to get access to DotAfrica.

There will be new banking details and this time it's going to be in U.S. dollars. All the other names were available in Rands, U.A., I mean Z.A. Rands. But now where we have a U.S. dollar account, we will be a (unintelligible) based bank. We will have a credit balance that we will monitor kept in place and (unintelligible) will always reflect on the portal. Next slide please.

Unfortunately, this doesn't appear very well but what we have here, this is a launch plan that we submitted to ICANN. And this is subject to approval. We don't think anything major should happen but we believe that we will be able to still stay within those timeframes.

So we are planning our sunrise to commence on April 4. This will run for 60 days. And then just to talk to the pricing around that period. The standard (creates) will be \$150 and the premium (creates) are going to be at \$500. Renewals will always be 12.50 throughout the period. Our renewals fees will be \$12.50.

And then after the sunrise period, we go into our early access phase. We've broken down this early access phase or (lend) rush into four segments of five days a week whereby phase one (lend) rush where they create \$5000USD. As I said, the renewals will always remain throughout the period at \$12.50.

And then the second phase which would be the next five days, would create, again would be \$2000. Then the phase three, creates would be \$1000. Phase four, the creates would be at \$500. Then we comment, next slide.

The comments, general availability. Now again, you know, there's an interesting date in the general availability. This case, DotAfrica was discussed in the U.S. courts. So Judge (Holmes) said any further delay in the delegation of DotAfrica is harm to the people of Africa in enjoying their unique domain name.

And thus we decided we need to give a gift back. To the Americans, the 4th of July is when we, believe me, 4th of July is an American holiday. So the general availability, we've broken it down such that we have a first come first serve where it will run for 28 days to manage some of the speculators. So the standard create there will be \$150 for the first 28 days.

And thereafter on August 1, we have a different price schedule which will be \$18 for standard create and premium creates will be at \$150. And then after the annual, after one year, again on July 1, 2018, the pricing will go for \$12.50

for standard create. Premium creates will be \$150 and then renewals will be at \$12.50.

This is, what we have is a price plan including our launch plan. And we're quite confident that this would happen according to plan and we don't think ICANN would refuse this and we're quite ready for this, you know. Yes, next slide is probably the last slide. Yes, thank you.

Man: Thank you (Lucky) for that presentation. Could we go back to the last two slides? So is there any special conditions in the LRP? Do you need to be somebody specific? What's the difference between the LRP and the GA because essentially you've got five day tranches there with pricing?

But then you continue doing that NGA with having different (days) with different pricing. Is there a criteria? Do you need to be ...

(Sebastien): This is (lend) rush where we will be making available the premium names.

Man: My question, (Sebastien) again. My question is, is there any criteria to be in a (lend) rush? Is there anything specific to be in a (lend) rush? No. Okay. Okay.

(Sebastien): Actually the only criteria applies in the sunrise where it's going to be trademark holders. But the (lend) rush, no criteria. If you are accredited and you have the dollars, you can get the name.

Man: Okay. My second question is premium domains. How do you, what's the list of premium domains? How did you come up with the list? Specifically you're in an area of the world where there might be two languages spoken cross borders. But of hundreds of language, what sort of, how does that work?

(Sebastien): What we have done on the premium names, we looked at three character, three digit names of the premium names here. And we'd look at the brand names, those equally would fall under the category of premium names.

(Myia Angelina): (Myia Angelina) for the record. And how are you dealing with the names of the countries in Africa?

(Sebastien): There is a reserve name list which is called the government reserve name list. We are going to allow all the 54 countries to have at least 100 names on their reserve name list. And then obviously the Africa Union Commission will be creating a (core committee of names called the conflict committee) which would, in case there is a name collision or conflict between two countries.

For example, we have the River Nile. It starts in Uganda, you know, and it flows all the way into the Mediterranean Sea having cut through a number of countries. So there's going to be a possibility that somebody believes that they own or have rights to the Nile.

And we have the Sahara Desert which stretches across, you know, a number of countries. So we believe the Africa Union Commission will be able to deal with those countries at (unintelligible).

Man: (Unintelligible). Any other questions? Well thank you (Lucky) and we've been watching you guys for years now. So Godspeed. Do very well. Thank you very much.

(Lucky): Thank you.

(Dirk): So we come up with the next presentation. Not a presentation but a question and answer session with the people from Word Press. So what you may have noticed on wordpress.com and you want to have your name registered, a year ago we had only the chance to register a .com name on net or org and now they have a (unintelligible) for (.wheels).

To my surprise on that list of available names. And as Word Press is and there are other Websites are becoming more and more important for our business because people having this (third) level name concept may not even need a domain name.

So that's of high interest to us and we would be interested to talk to you and ask questions on how GO names may enter into the Word Press selection of domain names.

(Kelly): Thanks (Dirk). Really appreciate being here today. So it's a little known fact that everybody ...

(Dirk): Can you give your name?

(Kelly): Of course. Sorry. So I'm (Kelly Peterson). Actually I'm the newest member of our team to join Automatic and wordpress.com. (Wendy) and I work together to manage the operational aspects of our domain name registrar and (Luca) here is our growth engineer and of all things statistics and growth. So why don't I actually let the both of you introduce yourselves as well.

(Luca): Good morning. My name is (Luca Santoni). I recently joined the team that Automatic is in charge of the registrar. And we're now looking into new opportunities domains offer to our product.

We have quite a large (platura) of products but the main one that is involved with domains of course is (names.com) that allows everybody to have their home, their place, their opportunity to publish their content online for free and then there is a selection of (clients) that they can choose in order to enhance their presence.

And domains of course are relevant elements of this because our goal is to (unintelligible) publishing. And having the opportunity of having a name, a location, a (unintelligible) is part of that experience for sure. (Wendy).

Wendy: Hi, I'm Wendy Scott and I've worked for Automatic for about four years having been in the domain industry very long, certainly as compared to my colleague over here.

Domains prior to maybe the last year or so have been more of an ancillary business for us. Our primary business was getting people onto our platform. And we offer domains as kind of an add-on in case you might want one and now we're putting them a little bit more forward in our upgrade and purchase flows which is exciting, if you're in the domains business.

We have a pretty limited offer right now with TLDs and we are expanding that. As (Dirk) mentioned we did add (.wheels) for those reasons but we're actually getting ready to expand our offer quite a bit and add new TLDs.

For us the most important reason is to offer our users a highly relevant name so some of the newer offerings that are coming out are very interesting. It's not about pushing people towards a certain TLD.

It's about matching them up with something that's going to be very meaningful to them because that leads to usage. So that's it in a nutshell I think.

Woman: So as (Dirk) mentioned and as (Wendy) just mentioned, we did onboard (.wheels). Is there anyone here from (.wheels)? Excellent. So it's a little known fact that everybody who works at Automatic is well, no just kidding.

So that's often the first question that people ask us about our onboarding plans, is why (.wheels)? And we could have onboarded a number of TLDs that were part of the (nominate) platform but we wanted to onboard a new GTLD to make sure that we were effectively integrated for our .blog integration which the other side of our house is responsible for.

So that's the answer to the question of why (.wheels). In general, you know, my background is on the registrar and web posting side. I'm very familiar with the need of individual small business to get a domain name that is particularly relevant for them, that they care about, that they're really proud of.

And that's kind of at the center for us. We want people to want to be online. And we know that people have incredibly long .coms or .nets or sub-optical domains are less likely to renew. We also know that outside of the U.S. CCTLDs and geographic TLDs create newer and still lesser but hopefully not for very long extent are very relevant.

In the past we have done some CCTLDs and unfortunately we haven't been very successful with them because of, you know, our own inability to keep track of things. And now that we have an entire team that's dedicated to that, we'll be bringing on CCTLDs again at some point in the future.

But our next round of onboarding after the generic TLDs, we intend it to be GOTLDs because we see that as the next logical step. So any GOTLD that does not have specific technical requirements and things of that nature will be easiest for us to onboard because much like any other company who has a priority on getting people on their platform, we're not keen to fundamentally change the way we do things for an individual TLD or group TLDs.

But we'll get there eventually. So a highly regulated TLD like dotnyc for instance, you know, that takes time and effort for us to onboard. But something, you know that is regulated based on a complaint system instead of technology, much easier for us to deal with. And of course we're happy to deal with it, well not happy but we will deal with the complaints that come as a result of that.

But we do have a lot of foundational work that we need to do in order to do this effectively. We're about ready to launch our new domain first experience. And in that we'll be introducing among the dumbest TLD search that's out there today but it will get very smart very quickly next to (Luca) and our data scientists.

So probably within the next quarter or two we will be able to surface or search the most relevant TLDs. And in my future plans includes surfacing only a handful of TLDs. So if you're searching, you know, from Berlin, we would obviously surface something that's relevant to whatever key words you put in and also likely, you know, show you a CCTLD.berlin.

And potentially based on other information that you've shown us we potentially, you know, show you other cities in Germany. So that's kind of our plan for, you know, all GOTLDs. We want to make sure that we are integrated

with as many of you as we can be but we will definitely take some time to get there. (Liv), you want to talk a little bit about the science behind that?

(Liv): When we started this investment for us in enhancing our domain offering, we were starting from a pretty unique position which was we already have a large user base that provides us a lot of information. Most of them they have billing addresses in our system.

But the vast majority, even if they're not paying us so we don't know exactly where they are and we don't have their billing details. They product content. And that content is relevant to them as much as would be relevant to them having a proper domain for that content.

So the idea is to being able just to provide them an offering of domains that are so relevant to them that it will clearly enhance their presence online. So we don't start from a classic domain search where people are completely unknown and they just land on a site. We search for a few key words.

Sometimes they already know what they want and they're not happy to discover that it is already taken and they need to take compromises. But we start from a position where in addition to their desire, we can provide something that they sometimes don't even know they're looking for but it's definitely more relevant than just a blind search.

And this is a work that will require time for us. But we have a little bit of experience and welcome (some).

(Dirk): I'm (Dirk Dovensky) from .berlin. I have a first question. So there are millions and millions of Word Press webs up and running. And I think it

would be interesting for us to know how many of these have a domain name just with Word Press directly?

And the following question on that is, which registrar are you using for your registrations so that it will be important to have that that this registrar is also a registrar in our registrars we have accredited with our GOTLDs?

Wendy:

I can't give you an exact number of how many total, how many total clients we have on our platform. A very small percentage of them have a custom domain. We have historically not done any targeted marketing, remarketing.

For instance, you come to the platform and you have a wordpress.com subdomain. Once you get through the initial flow to setup your write or your blog, we don't ever come back to you and say, maybe you would like a custom domain?

That may change. So we have a, we're kind of sitting on an untapped resource for us to possibly market two existing customers and offer them something, not a hard sell but just a suggestion, something that may be a little bit more exciting than a subdomain.

The wordpress.com space is getting pretty crowded, has been for a while. So I think we have some good opportunity there to offer people something that is shorter, more relevant and more interesting for them. Your other question was, who are we using as a registrar?

We were under a refill agreement for quite some time and we've had our own accreditation with ICANN for years. We've just starting using it last year. So we are an accredited registrar and we're processing new registrations for the TLDs we currently offer through our own accreditation.

We still have a pretty significant portfolio in our previous reseller agreement. That is going to be painful to move because of rules and regulations but we are working on that as well.

(Dirk): (Dirk Dovensky). Questions on wordpress.com, whatever.

Man: As a registrar we have ...

((Crosstalk))

Woman: Please speak directly into the mike too when you're speaking. People are having difficulty hearing.

Man: Yes. As a registrar we have 75,000 Word Press software running where people upload their own Word Press sites. So is there going to be like a special deal for those kinds of people that are not running on the Word Press but on the platform of (unintelligible)?

(Luca): So just a little clarification.

(Toni): Your name.

(Luca): My name is (Luca), (Toni). So just a little clarification just to make sure that everybody's on the same page. There is a fundamental difference between Word Press and wordpress.com. We come from the same tree. We're different branches.

Wordpress.com is a company with a software as a service offering and Word Press itself is free software that is available to everybody. So your question is

very interesting because you may guess that you're not the only one that has a large installation base on Word Press.

For us it's important to offer relevant stuff to anyone who has Word Press and we go even beyond that because we have products that are just not connected with Word Press but they connect with other software out providing services to them.

So of course, you know, we're, in our future there will be offering. There will be special for people who are out there and they decided to have their own space based on Word Press. The details about how to do that are still very unknown to us as well.

But it's very likely to happen. We already have similar things not directly related to domains. There's a plugin called (jet back) that for us is very dear, for us is very important that allows people who decided to have posted to Word Press to integrate many of the features that we offer as wordpress.com to our customer base.

And through (jet back) they can enhance their Word Press to the (part) and can have similar features. And for a long time (jet back) was simply a connector and now (jet back) offers premium services to these people. And domains they can fall into that easily.

Maybe not that easy as many other services but there is a way that we can find to do that.

Man: As you may understand, for us it's important when this happens they register their domain name with us and with you. We'll be happy to work out a good deal with you.

(Luca): Yes, well let's keep in touch.

(Kelly): This is (Kelly Peterson). I think it's also important to know that it's never going to be our intent to target customers that are posting and registered elsewhere. You know as wordpress.com, it's a fundamentally different experience than a self-hosted Word Press.

Most people that go with a self-hosted Word Press are doing that for one of two reasons. One, they already know the host and two, they require flexibility that they can't currently get on wordpress.com generally in a specific kind of theme or a plugin. Or frankly, to date, even with commerce that isn't as easy with our hosted solution.

So while we are different branches of the same tree, you know, we believe whole heartedly in the community of Word Press. All three of us regularly go to the word camps and engage with the community, with open source (ethos). So rest assured we have no intention of targeting but we will also support whenever possible.

And just to give you an idea, when customers come to us or potential registrants come to us, everything that we do today leads directly to usage of TLDs. So at this very moment it's nearly impossible to register a TLD that isn't part of a plan and therefore directly leading to an active Website.

Whereas, you know, with most other registrars, you'd be looking at a hodgepodge of usage and things like that. So just something to think about.

(Dirk): And for instance, anyone interested in getting accredited with a number of GOTLDs here with us? (Dirk Krosnofsky) was the speaker. Sorry.

(Kelly): This is Kelly again. Absolutely. Like I said earlier, it will take us a little bit of time to onboard but happy to engage. Wendy and I handle the accreditation process for all of our partners but happy to take anybody's cards. It will take us a little while to get back to you and like I said, it will probably be a quarter or two before we're ready to meaningfully engage.

But it's our interest in making sure that our customers which are all over the world, even our colleagues, we're a completely distributed company. So I can imagine some of our colleagues are actually interested in having some of your TLDs as well.

But we want to make sure that we're offering as complete a CCTLD, a GTLD and a GOTLD experience as possible. In terms of priority, like I said, it will be based on what is technically easiest to implement with diffused additional requirements for any sort of technical, legal compliance related things.

But eventually I anticipate us getting to almost all of you if not all of you.

Woman: I have a couple of questions coming in from online from (Betrand Levou) and (Reubins Koo). First from (Bertrand). Is there any roadmap in implementing new TLDs in platform and how can registries apply for being incorporated?

Woman: Oh that was just answered. Very good. Second question from (Reubins). What is the preferred for registries willing to reach wordpress.com?

Wendy: This is Wendy Scott. They can reach us at registrar@automatic.com. Sorry.

(Kelly): This is (Kelly). And that's automatic with two T's at the end.

Man: We'll put that, if you can leave it, we'll put that on the Website in the report, sorry, for the ICANN. Still (Sebastien) I think what you're doing here is actually quite interesting. My big conundrum in this particular world is that we're selling domains and doing a great job of it completely forgetting what they're using it for.

And users usually come from a different point. They don't just buy domains for the sake of buying domains. There's a whole community of domains that do that. But having usage, having the ability to use it easily is a very, very important factor to me particularly here, maybe less so in Europe. It's less visible because there's so much offer.

There's so much hosting offer. But in regions of the world that doesn't exist so much in particular and I'm plugging here friends of mine in the Middle East looking after Dubai and Abu Dhabi in particular where there's very, very little offer locally for hosting.

And something that is integrated and easy to access is definitely something that is going to help that market and help you there.

Man: (Unintelligible). I would like to add precisely to what (Sebastien). (I'm very glad we came to see) your initiative because what we're seeing is that if people have a domain name and I see that in corporate or even more with corporates and customers who very often use Word Press nowadays.

And that's still the cost of actually deploying domain names even if they wanted to, is prohibited. Typically the marketing manager, you know, decides if he wants a certain domain name. He wants to use it. And when finally the marketing manager decides to do something about it, he's going to be told by the (word master), sorry, this is not going to happen.

The domain name (is no longer in) the portfolio. And why does it not happen? Because the typical corporate CMS is hostile, fundamentally hostile to anything they would have different in the domain name. It is actually in a sense also true inside of Word Press because Word Press doesn't allow me to just say oh, this page now, I would like to have just this page on my Website under a different domain name.

It would (unintelligible) if it could do so but then let's say anything that can help us get down the cost of creating the content and maintain it, is really very welcome.

Wendy: This is Wendy Scott. I understand your points entirely. I worked in an advertising agency prior to coming to Automatic where I helped clients basically develop software for Word Press sites.

After coming onboard there and seeing that they were using several proprietary systems which is terrible for a lot of reasons, we switched to Word Press self-hosted. And so I understand what you're talking about because the clients I worked with had similar issues.

I think what you're talking about though is core so it's on the open source software side. And so with us being on a different branch of the tree, the ability to add a feature like what you're talking about is on the other side. I would encourage you to maybe get involved.

There's maybe lots of ways to get involved in the Word Press open source community. Just suggest features. The schedule to push out changes and updates has ramped up the last few years. The release cycle is much shorter.

And there's a lot of ways, it's very easy to become involved. Just go to wordpress.org and there's lots of information there.

So your feedback is very interesting and valuable. And that would be the best place to share it, to try to foster some discussion and possibly have some features made that would fit.

(Kelly): And if I may, this is (Kelly Peterson) again. You know, in addition to the open source which is free, even our own hosted version starts at \$36 a year which is among I think the lowest possible way that you can get online today. And that includes a free domain at this point.

And our intention is to include as many TLDs in that price point as possible. That may change at some point in the future. Obviously a lot of new GTLDs and GOTLDs cost more than \$36. So, you know if we change that that changes our fundamental affordability. But I'm also hopeful that many of you in this room are interested in working with us to make sure that we can bring as many of your TLDs to market as inexpensively as possible as long as they lead to actual usage.

(Sebastien): (Sebastien). Any other questions. I'm also conscious of time and possibly of your time too. Thank you very much for coming this morning. I might ask (.wheels) to come to another meeting and explain to us how they lived it from their end of the story.

But please leave your details. We'll put all that on our Word Press hosted Website. And I hope that everybody gets in contact with you.

(Dirk Krovnosky): (Dirk Krovnosky), just a remark. We are running our gotld.group Website also on Word Press and the main reason was to invite you to have three people. We can call at any time and ask questions.

Wendy: Thank you all. It's been our pleasure.

Kelly: Thank you very much.

(Luca): Thank you.

(Sebastian): So (Sebastian Degos). So our next presentation is from (Yulsul) who did already a presentation on his observatory in Vienna. But we wanted to have a bit of an update and also showing it for the others that we're able to attend in Vienna.

(Yulsul): Okay, thank you. It's (Yulsul) from (unintelligible) and I will be very, very short because as you said, I already presented the observatory on the market the search we're doing in Vienna.

So what I'm going to do is not do the same explanation. I want to explain, what is the motivation at the observatory? And which are the benefits we get from this. I already explained all the process so I'm not going through this. However first understand that we are not specifically a GTLD.

As you know, we are actively managing all of our content in (Basque) language. We are working to foster the percentage of (Basque) language on internet. We're a not for profit foundation. So the motivation between, the motivation for developing this observatory, there are two main motivations.

The first one is that we first started in 2014 with a TLD. We realize that we had no idea about the state of our market, which were our main target groups, target clients, anything. So we decided to do a little market research and at the same time to create an observatory.

So we called (unintelligible) information of the situation of the (unintelligible) which is (Basque) language on internet. So we developed (unintelligible) and it is the process that we're doing now. It's a five step process. We got the information from all the TLDs. We process all this information to locate just the TLDs located in the best country. All that is (available) in the best country.

And from this we created our observatory. We developed a crawler that goes through all the TLDs to locate all the (words) with any content in (Basque) language. So we can have more proper information about this. And based on that, and this is the part I already explained in Vienna, is that we create our own market research and commercial strategy based on this observatory.

If anyone is interested, I can show some examples like that. So the observatory is waiting three main aspects. The first one is the situation of internet in the (best) country. The second one is the situation of our own TLD. And the third one is the situation of (Basque) language on internet.

I'm not going through the information because you have the report. It's already published. You see there we publish every year the report. On internet there is a specific Website for observatory. And there's a report that we publish it online at PDF and on paper as well. Anyway, next slide please.

The first point is the situation of internet in the best (country) and in this example the number of TLDs and the evolution of the market. And this is important for us because we can see how it's evolving. How is .com doing in

our market? How are doing compared to .com, (.org), (unintelligible), .net and all our competency there?

Yes, I already showed it in Vienna but for example in this year, the change has been very, very positive. We increased our presence by 28% and all the others decreased. (.Com) and (.org) they did well but all the others they decreased 7%. It's a good feature for us. Next slide.

We also have a look to a situation of (unintelligible) and it's very important for us because we can have a very, very good idea about the real situation of our market. We create different types of views here, the solution, the geographical solution, the political solution and so on.

So afterwards we can go after this different market because we see that in different venues the domain is not working very well so we can create specific campaigns. Or in different sectors and they are doing better or worse. So we can go through them.

It's important to say that all this information we have automatic tools to manage all of this because otherwise it's crazy to go through all the TLDs one by one by hand, okay. The only thing that we do by hand is okay, of course the report and all the analysis but also in our case the political situation of the details because we have to do by hand the identification of whether there is a relation to a company, of a (unintelligible) association and so on. We use students for doing that.

Okay. And next slide please. The third step is to study the presence of (Basque) language on internet. This has market for us, has social, has market, I mean because in fact as we are a Website working with (Basque) language

on internet, we mean that all the Websites having any content in (Basque) are our main target group as a market.

So it's very interesting knowing this for us, okay. At this moment we know there are 18,000 Websites. We are not very (unintelligible) but there are 18,000 Websites with (Basque) content on the internet and we have 6000 (.use) domains. So this is our main target group but we expect to have it greater.

And I say social as well because having the situation of (Basque) language on internet is very important for the (Basque) society and is important for the (Basque) developmental world because they develop (unintelligible) what they use for the government based on this information. So next slide please.

(Dirk): (Dirk Krovnovsky), (DotBerlin), I have a question on this. So the main target group of this observatory and (reposts) are the government and (unintelligible) institutions then? They work with (your) data?

(Yosol): Yes, they work with our data, yes. And this is what I'm going to explain now. The benefits we have here, one is this one that we have different knowledge. We are recognized as a public leadership in that sense because it's the first time that someone makes a good study of the real situation of (Basque) language on internet.

And the (Basque) government is very aware of this. And they have specific departments working in linguistic issues. And they related policies, part of the policies in the business territory.

So they take it into account for the work and it's (spectacular). So this is a benefit for us because it puts the foundation in a whole position but at the

same time (Basque) has a very interesting marketing research for us. As I said before we really are a commercial study on a lot of information based on this study.

We have a huge social impact with this and based on a (Basque) future community that is very keen on the (unintelligible) domain and processing this information it's very important for them that they are very aware of this and they are very proud of their study.

And the third part of this is very important for us as well is communication. When we publish the study we do a press conference. It has a huge impact there on T. V., on newspapers, on media. And it gets a very good presence for on press. It's better than publishing it for the domain.

So for us the observatory is a good tool for different reasons. And its hard work, I have to say that. But this is the work. So that's what we do and if you need any more information you can contact me and ask questions, whatever. Than you.

Man: Thank you very much. Anybody has any questions on this?

Man: I just have a comment on this. So that's quite interesting because our government in Berlin isn't so interested in broadening the thing. They get the money from us. That's 99% of it and the rest might be something for city marketing but, so these numbers could have also impact on the digital strategy of this.

If we provide city with all these numbers, who's using it and for what and something like this to give the government more feeling of what happens in

their new digital name space, we would have the better of. For instance, who's using it?

We don't have, I can't say it exactly at the moment. So and that's something that everybody of us might use in the future for that duty.

(Yusol): I think that there are different levels on this type of study but yes, publishing the information of our own TLD, is quite easy. It's quite easy because we have this information. It's quite, it's easy for us to make a study because the study's already done for each of us, I think.

And it's just publishing information, feeding information to the government so they can make their own digital strategy and so in, in our case at least, yes.

(Sebastien): (Sebastien), because this is one of those very ambitious plans that we've had for this group for a number of years and I think that you're going to talk about the KPLs a little bit later. I'd love to have something like that for everybody to share. And we've had the discussion in Vienna.

You've mentioned that you could help and give pointers, et cetera. Obviously you're not going to do the legwork for anybody else but at least the method and the tools for that. That's, I mean it's valuable for you in a very linguistic context but I'm sure that everybody else or most other people would find it in some reason indeed in dealing with the local government in dealing with that.

And registrars too, you need to know who is what and who you need to target and maybe you need to make offers to grow your own market. Thank you for coming again but if we ask you to do it again, it's because we're very impressed by it. Thank you very much.

(Yusol): Thank you.

(Sebastien): Oh yes, so in Vienna you cordially invited us to come to (unintelligible). And it took us a bit to figure out dates and et cetera. I don't have my computer with me now but so basically we have two options for the meeting. Either the Thursday, Friday, 14 and 15th of September, is that it? I'm doing it from memory so correct me. Yes, nice big letters for all the guys that can't see anything. Perfect.

Yes, now so Thursday, Friday, 14, 15th of September is one option. We'd like to do it also at the end of the week so people who want to stay a little bit longer and enjoy the city will. The other option was the 28th and the 29th of September at the very end of the month. And that option happens to coincide with the movie, the film festival at San Sebastián which is very close, very close.

And that could also be a very interesting thing to do in the (Basque) country. For having been there last year that time during the same part of the year. It's a beautiful time of the year. The weather is still very, very nice and yes.

So I don't know exactly how we should do it, maybe run a little poll like we did last time with these two dates but it's going to be those two options out of five or six like we did last time. And check your calendars. Check what you can do. And let's choose one of the two.

Man: So we're doing a poll?

(Sebastien): Yes, we're doing a poll but just the two options, yes.

Man: Yes.

(Sebastien): Good. Can we get back to the agenda (Sue)? Yes, I was just going to be very, very quick. So technically, officially we have six more minutes in this room but nobody is in the room for another half hour so we can push our luck until we get thrown out. Is that right?

((Crosstalk))

(Sebastien): Now I have spoken about the NYC auction several times. I'm not going to re-speak about it this time. I'll have a presentation for Madrid. They had again another round of options two weeks ago, three weeks ago and they were very happy about both. We'll talk about it later. (Paul) you wanted to say something about the registry stakeholder group?

(Ronald): (Ronald Shatton) for the record. One of our observing members, a new one (Alexander Shubert) asked to be put on the registry stakeholder group's mailing list. And I talked to the Chair of the stakeholder group. (Paul Deyas) and he said it's okay to have members of the GOTLD group directly on the registry stakeholder group list.

So if you're fine with your putting on the registry stakeholder group in addition to the GOTLD group and for me I will forward it, I have to forward it to (Sue) and (Sherry, cc it to (Paul Deyas) so that they know who is on that registry stakeholder group list.

It's another advantage of being a member of the GOTLD group. You can be on the register stakeholder group list, the larger one also. So please approach me when you want to be added on that list. Thanks.

(Sue): Did you want me to speak to different – okay. I know it is a lot of mail too sometimes being on the registry stakeholder group, so when you do email (Ronald), if you do want to be added to that list, there are several options.

You can opt to just be on the list but receive no email which then allows you to actually access the Google group and you can actually look at the archive of the email. Sometimes that's preferable. Or you can opt to receive a monthly update of the emails that have gone out, something like that.

So you can let him know. If you don't want to actually receive the email and you want to be on the list just so you can access the archive, you can do that too.

(Sebastien): Okay thank you (Sue). (Sebastien) here for the record. Thanks, I keep on forgetting. (Dirk) do you want to take the next one?

(Dirk): Yes. So maybe we start with that thing about the universal acceptance because I'm, after all the talks with (Don Holland) and being engaged in the universal acceptance, then I thought I'd just make a short text on (Subtle) ID which has published today, even if it's a one site page.

And maybe you can flip to the last slide in my presentation that basically sets everything. No, no, no, that's not the last. Yes, no, the one before. The one before, yes. So what I saw and we all saw is that a universal acceptance is currently handled more as a technology thing where software and hardware and other stuff is not accepting our TLDs and including these Linkification thing which we discussed in the last meeting.

And I thought on the other hand people in the DNA were talking about universal awareness and recognition. So we have a lot of universal terms to

learn. And I thought why not putting this really together because I think universal acceptance is not only a technical acceptance. It's also the people's side of acceptance of the new TLDs. They should learn or must learn that they are there.

So those people who have a domain name even don't know that so many new TLDs and choices and competition exists to the Legacy TLDs but also those people who see this, these new TLDs and don't identify them because there's no www in front of and we have a lot of advertisers which use two words separated by a dot and people identify this as a marketing slogan but not as a TLD.

So I was putting this post together and tried to find definitions on what it is at the end of the day and I came up with a universal acceptance really accepts both sides of the stake when both technology and people identify a label or label combination as a potential real internet address equates to domain name and perform appropriate actions on it, like Linkification or putting this in a browser, typing this into a browser or using this as an email address.

That's something I just wanted to make your aware that I published a short article on my personal opinion on the topic. Then I said also that I can spend the money in the reserve funds for this tremendous work which would benefit the whole industry a lot. And they have a lot of money and there's a big discussion about what to do with it and that would help everybody.

That's one part of my presentation today. So any comments to this or any ideas? Or anything to add on this?

(Lucky): No, (Lucky). We were very happy to see this because this has also been helping the uptick our city names in South Africa, this universal acceptance.

So this campaign, the (unintelligible) campaign and ensuring that we also get the funding to go out big in creating our image is important.,

And we sure will use this in our campaign, in our design to sort of assist us. It's very helpful. Thank you.

(Sebastien): Okay. Actually let me talk about Linkification. They might combine this with a campaign to stop applications from doing Linkification at the same time because it is extremely annoying that, you know, some expression have inspired a working spreadsheet and it's tied to a link.

We could say hey clean up your act. Even when people want it but not just when everybody's comfortable. And if it's just two letters preceded by a dot, it's always going to converting to a link whether or not there's a (unintelligible) for that matter. And in this application they should not be doing it.

We can also clean up, you know, with some, ask them to clean up with other things like these links that are generated that don't lead anywhere specifically when it's about (IDNs) because they do it the wrong way.

(Dirk): (Dirk Krovnovsky). That's true. If you type in something [www.word](#) into Microsoft, it makes a link even if the TLD doesn't exist or the domain name doesn't exist. So that's yes, its crap. Comments on this topic? Okay, then we move onto the statistics and some key performance indicators.

Yes, that's what's about what statistic center is providing to us and they are constantly developing their - you see it at ([stats.center.org/etlds](#)). And they provide nice statistics which might provide use for your presentation as well

as the statistic on the GOTLDs. You can really point out that you want to compare all GOTLDs. Or all business TLDs. Or all generics or all CC.

Or you can mix everything that you want and this is one of the nice statistics where you see Berlin, Tokyo where they're the biggest ones and then it gets smaller and smaller. So next slide please.

They have also something like the growth of the TLDs which is constantly updated. Next slide. The running growth and you see here that's 12 months running growth and Barcelona was the, because they started I think in the 12 months, they had the strongest growth factor there.

There are some more information on the statistics, how they are gathered, if it's running growth for 12 months and how they figure out, how they do it. Next slide please. On a monthly growth and percent moving average, you see some slides and some are really not so useful because if a TLD is newly started and if it has strong growth rate it destroys the whole statistic. So you need to remove it for instance.

Okay, next slide please. Total (ats) for instance. You see here the TLDs which have launched, destroyed the statistic of the other so you wouldn't put them on. Okay, next slide. My favorite. No, that's quite interesting. That's monthly. That's all GOTLDs. That's all GOTLDs. And it's the monthly renewal rate from the very beginning.

I think the first is December 14 or something like or March 14 and that goes up and down. And I talked to (Patrick My) who adjusts the data things that he might have a moving average or something like that, a (newer) one. If you have this more detailed for the last 12 months. The next slide.

It looks, it's not better. But it's a really interesting up and down of the approval, of the renewal rate. And it might be helpful to see what happens. I even have this data in my TLDs and that's really funny.

((Crosstalk))

(Ronald): this is (Ronald). At least one red line is somehow smoothing.

(Dirk): Yes. That's developing over I don't know what it is but at least you'll see some lines.

((Crosstalk))

(Dirk): Next slide. Somehow we also have two TLDs compared to each other. And that is ...

Man: (Unintelligible) and Sydney.

(Dirk): (Unintelligible) and Sydney. So you can select (unintelligible) and Sydney only and then it gives a much more clear picture on your TLD, if you want to compare your TLD with. And so like the three African city TLDs or the German TLDs or the French GOTLDs, you can compare them. Next slide.

Also the running growth in Sydney and (unintelligible) that gives a nice indication of what happens there in the name space. Next slide. Oh yes, that was it from the center of things. Just go in there and play a little with the timeframe you can choose. And you can choose which (unintelligible) and different things. And yes, really helpful what center is doing here.

Yes, the key performance indicators is something data intensive and some data can only be put in by hand. But we said that key performance indicators for us should just reflect what is really important to our company, that we understand the meaning of measurable and so on. We had this slide last time. Maybe you can switch to the next slide?

Yes, and the seven key performance indicators we have used or I have used here to perform a table on the city (tier lease) because I thought it worse to compare city (tier lease) with and maybe regional, with regional.

Have been lowest numbers which are publically available more or less, so the number of registered domain names, the number of sales volume but that doesn't include the sales of premium names because this isn't available for all percentage of use.

Domain names from NTLD starts. Domain names per 1000 inhabitants and the penetration. And what was added new was the pages on Google and (.CAT) when they started, a good job if you have when promoting this. In Google you can search for site.tld and it displays how many Websites are listed in Google in your TLD and (CAT) was really on the top.

And so I thought this is a good additional parameter which everybody can easily figure out. And then we have the GDP per domain name that's from the Brookings Institute, GDP of the city. Then end, GOTLD names compared with the city TLDs.

So let's say in New York is a nice example where NYC is much stronger as .US even when you compare the numbers and that's quite interesting how they made it and U.S. isn't as strong in that. And in Germany it's we have a very strong DE anywhere and we have only a small percentage in the .berlin

domain name. Yes, so that's another parameter. And last slide on this is I made a report and I was not sure if I distributed that report already for it was December 31. But then I will do it now in the members' area. And yes, all the KPIs had been (unintelligible) from the 43 TLD placed and then collect all the rankings together.

You might weight or say one parameter is more important than another feature that could be introduced but that's somehow up to you. It's an excellent table and you can use it for yourself and play with the numbers there too. So that was a thing on KPIs and stats, what drives me a little bit around here.

Man: Good job.

(Dirk): Thank you.

Man: (Sebastien), you got something? Thank you (Dirk) for doing that. All right. I had received this but I didn't know if it was in there. It was circled. Yes, so the only point I would make here and we need your help for that too. So any stats that show that domain TLD is the best stats ever. Of course flat as me and it's fantastic.

But the idea is to provide a tool that helps you better sell your TLD, better justify your TLD. Whatever your angle might be. So it's about having stats that will tell you hey, the neighbor is doing something obviously that's interesting. Let's go and talk to them. It's about stats that show, you know, something you can show the registrars and say hey, this is what we're doing here. Have a look and et cetera.

It's not just about measuring who the tallest kid is in a class. And in that sense, we need your help too because you're the ones that know what missing

pieces of the puzzle you have whenever you need to go and make the presentation to the city, to the registrars, to whatever in the community. So please send your feedback back and we'll develop that.

(Dave): Yes, also (Dave Kronowsky). The prices may differ and may need an update so that would be very helpful. So I'm not, I have prices of almost all but sometimes it's from a registrar or reseller. You never know, what's the real wholesale price?.

Man: Yes. It's (unintelligible). I know that we're not (unintelligible). We're community based. But very close to a TLD (list). Is it possible to include community based TLD's like (.gov). I think it's useful for all of us and it will be better for us at least. Yes. Thank you.

Man: (Unintelligible), again for us you are a GOTLD. It's not been ticked on an ICANN application. But you are. We need to wrap up pretty quickly so we're going to take the last, throw the ball to you because ...

(Luis): On April, my name is (Luis Ole) from Quebec. In April the (unintelligible) will meet in New Orleans and one of the topics, it's a new topic for the (unintelligible), it's going to be GOTLD. So if you have any point issues, concerns that you'd like me to take into consideration, please email me and I will be glad to include that in my presentation. Thank you.

(Sebastien): Thank you very much. (Sebastien). Thank you very much and yes indeed let's at least the topics that we were trying to push here in the community. It would be good to pursue some of that too. Absolutely. Thank you very much everybody for attending. This is the last meeting this, the last of our meetings at ICANN.

Again if you have time, if you're still in town and if you love the mike as much as I do, please, please go to any public forum and insist on having the data privacy issues taken care of. We absolutely need to prioritize those or we will not be ready on time.

Man: And the ICANN cost for registry?

(Sebastien): And the ICANN cost for registry, you can go in and present that, yes. There's only so many things I want to push at the same time. I'm not forgetting that one. So that's it.

Next time we will meet in Madrid, the last day of the GDD Summit like we did in Amsterdam. The room is confirmed. Everything is confirmed so meet you in Madrid two months, what is it, May 15, something like that.

May: Eleventh, twelfth of May.

(Sebastien): Yes, the meeting is probably going to be four hours like we did last time in Amsterdam.

((Crosstalk))

(Sebastien): On the last day, yes. In the afternoon. We'll send you the information. Don't worry about it. We'll send you the information in due time. The last day of the GDD Summit. The last afternoon is ours. Okay. Thank you very much.

Woman: We can end the recording now.

END