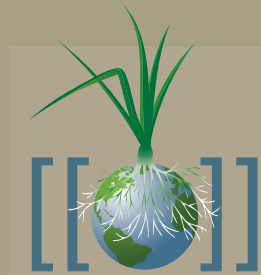


ICANNWIKIQUICKIE

June 29, 2006



ICANNWiki

www.icannwiki.org

Wiki Wiki means "quick" and "easy" in Hawaiian. A Wiki is a set of pages that are open for anyone to edit as they wish. Wiki also has "Automagical Linking" that handles all of the messy details of cross-referencing hyperlinks between the pages in the Wiki. The result is a very rich reading experience.

ICANNWIKI seeks to use wiki technology to create a valuable and long term resource for ICANN-goers, domain people and anyone interested in our industry.

To add to or edit any of the content you see here, please visit www.icannwiki.org



caricatures by Rhoda Grossman. www.digitalpainting.com

More ICANN Marrakech Session Notes Available

Session notes for several ICANN Marrakech conference sessions are now available. New topics are being added constantly, and they include the GNSO Cross Constituency Meeting, the Registrars Constituency, the Domain Name Marketplace Workshop, the Wednesday ALAC meeting, and many more.

Also, please feel free to add or edit any content you see. That's the beauty of a wiki!

http://icannwiki.org/Marrakesh_Schedule_%26_Session_Notes



Open Letter to ICANN Community from NeuLevel Regarding .BIZ Agreement

NeuLevel has issued an open letter to the ICANN Community about the recently renegotiated .BIZ agreement.

June 27, 2006

Open Letter to the ICANN Community Marrakech, Morocco

This letter provides an important update on recent progress made between NeuLevel and ICANN on the renegotiation of the .BIZ gTLD registry agreement. We look forward to the immediate posting of the .BIZ agreement by ICANN for public comment, and are available to meet with any interested parties while in Marrakech.

NeuLevel has been working with ICANN for more than a year to renegotiate the existing .BIZ agreement. As of late last week, we reached final agreement on all points and we feel strongly that the proposed agreement is a positive development for both parties, for the ICANN community as a whole, and for the stability and security of the DNS. We have been assured that the agreement will be posted for public comment during the ICANN meeting this week in Marrakech, and we wanted to take this opportunity to share our thoughts on this important and welcome development.

NeuLevel first requested renegotiation of the .BIZ contract in 2003 to include a presumptive renewal clause that would help us better compete in the marketplace and to ensure our capacity for long-term investment in the .BIZ registry infrastructure. Subsequently, at the Mar Del Plata ICANN Meeting in April of 2005, NeuLevel and other existing registry operators were invited by ICANN to renegotiate our original agreements, to bring them in line with more recent agreements, and to ensure that all registries were being treated equitably by ICANN.

Since that time, we have been negotiating with ICANN staff and working hard to reach a fair and reasonable update to the 2001 .BIZ agreement. We believe these negotiations have now resulted in an agreement that reflects NeuLevel's continued commitment to ICANN and to the long-term security and stability of the DNS. Concurrently, this proposed agreement also begins to address the competitive imbalance in our marketplace by ensuring equitable treatment of gTLD registries as required by ICANN's bylaws and our existing agreement – a key concern of NeuLevel as we attempt to compete in the current marketplace.

Specifically, we have negotiated terms that are consistent with contractual updates to recently concluded agreements, including presumptive renewal, elimination of fixed pricing, and a new fee structure. Presumptive renewal will help to secure NeuLevel's long-term involvement and investment in the gTLD community and the DNS, and to help us compete fairly with other gTLD registry operators. We have increased our fees to ICANN in recognition of the key role registries must play in supporting ICANN's operations and the important and challenging issues that lie ahead for the community.

The proposed .BIZ agreement is entirely consistent with ICANN's charter, by-laws, and our existing agreement, and the community will be well-served by its approval. When the proposed .BIZ agreement is approved (after the appropriate public comment period and Board review), NeuLevel will be better positioned to compete fairly with other registries that already have comparable terms. We will be better positioned to make additional long-term investments in the registry infrastructure, which will in turn enhance the security and stability of the DNS. Without this agreement, NeuLevel would be forced to operate the .BIZ registry at a severe competitive disadvantage to the dominant registry operator with 85% gTLD market share (and growing) and our capacity for long-term investment in the .BIZ registry infrastructure would be compromised.

We look forward to discussing the proposed .BIZ agreement with the community and responding to any questions generated during the public comment period.

Sincerely,

Richard Tindal
Vice President
NeuLevel, Inc.



http://icannwiki.org/Open_Letter_to_ICANN_Community_from_NeuLevel_Regarding_.BIZ_Agreement

Comments to GNSO PDP June 2006 by dot-BERLIN

Community TLDs need to have special attention

Today there are only a few organisations visible that express the wish to get their own Top-Level-Domain (TLD). The identified organisations mostly represent natural communities with a cultural, linguistic or regional background. These include the following community TLDs:

- .SCO – The Scots culture and language community
- .CYM – The Welsh culture and language community
- .BZH – The Brittany culture and language community
- .GAL – The Galician Community
- .LAC – The Latin American Community
- .NYC – New York City community
- .BERLIN – Berlin community

Community strings are strings which show an intrinsic relation between the string and a clearly defined community, address the needs and interests of the people making up the community and also have a clear meaning to the community. These strings are abbreviations for cultural and linguistic communities mentioned in the available ISO lists, strings for cities, regions and countries, as well as strings for religious communities. Strings include full names and common abbreviations.

Since these natural communities will play an important role among future TLD applications it is reasonable to spend some thoughts about their needs in the Policy Development Process (PDP) for new TLDs.

One important point is the protection of community strings against misuse.

We think, the GNSO should address the context of community TLDs with particular attention since free-riders or copycats might have the idea to misuse published strings of community TLDs for own commercial and hostile activities. Especially community TLDs have the problem that their activities before and during filing the application cannot be treated confidentially, as the community needs to participate and the sponsoring organisation has to fund sufficient support and resources in the public.

Therefore a community TLD applicant should be able to answer the following questions with a well-founded “Yes”:

1. Does the proposed TLD string meet the definition of a natural community TLD?
 - Is the TLD string obviously a relevant and by internet users recognisable name, abbreviation, or signification of a natural community?
 - Is the intended community clearly definable and clearly defined by the TLD applicant?
 - Does the TLD applicant demonstrate a reasonable and adequate support of the community for the TLD string, for the sponsoring organisation and for the policy-making process?
 - Does the TLD applicant represent a wide range and major members of the community?
 - Does the proposed TLD string address the needs and interests of the people making up the community?
 - Is a significant portion of the community aware of the TLD application?
2. Does the TLD applicant show to act in good faith/bona fide in the interest of the community?
3. Has the TLD applicant established a reasonable policy-making body with outreach in the respective community?
4. Is there a sound business plan which has been positively evaluated by an independent auditor?

Avoidance of speculative TLD applications

The approval of a TLD string by ICANN and the subsequent registration of domains under this string potentially generate significant revenues for the sponsoring organisation, the TLD applicant, or the registry of that TLD. For this reason we would expect that organisations try to get multiple TLD strings approved in the next RFP only for profit. Especially natural communities with a cultural, linguistic, religious or regional background could be victim of such undesirable actions.

To avoid speculative TLD applications or the blocking or hampering of competition, mechanisms should be established that minimize these foreseeable manipulations attempts. An adequate mechanism could be a pre-evaluation of applications by a standing/ad-hoc pre-evaluation committee, for instance by designated ICANN directors/staff or a GNSO sub-group. Pre-evaluation is nothing new, it is widely used in some industries, for instance frequently in the pharmaceutical industry, where pre-evaluation hearings take place before authorities recommend the filing of the application for a new pharmaceutical drug. The TLD process could copy and leverage these well established mechanisms.

The pre-evaluation should be scheduled 90 days before the application deadline at each ICANN meeting ends (see timeline below)

Purpose of the pre-evaluation is

- to increase the quality of the final application
- to give serious TLD applicants consulting for the application
- to prevent fancy applicants to file an un-mature application

- to prevent misuse and speculative TLD applications
- to bring applicants for the same TLD string or TLD purpose together
- to give ICANN more certainty in planning resources for the next TLD evaluation round

The pre-evaluation is not a pre-approval, but it is valuable consulting for the TLD applicant and reveals potential problems before the final application is filed. The pre-evaluation should be voluntary for applicants but ICANN should recommend to applicants to participate in the pre-evaluation since it provides planning reliability and also optimizes the outcome of the invested resources of the TLD applicants.

If the application does not conflict with the following simple and short exclusion list the pre-evaluation committee should give a positive recommendation to the applicant to file its application.

In the following cases a TLD applicant should not be recommended to file its application:

- If the TLD technically harms the DNS in any way
- If the TLD potentially confuses users, e.g. TLDs with mixed IDNs, numbers, punctuations
- If the TLD is too close to existing TLDs, e.g. .com and .comm
- If the TLD reflects an internationally known famous and generic brand
- If the TLD obviously offends third parties
- If the TLD is obviously designed for bad faith or illegal use
- If the TLD is part of a potentially speculative mass application
- If the TLD has a very limited support of the respective community
- If the TLD has not a business plan approved by an independent auditor

Application modus

We think that new TLD applications should be accepted only at the three annual ICANN meetings. And there should be two options for the TLD applicant to get a first-come, first served time stamp for its TLD string: Either the TLD applicant goes through the pre-evaluation process (as described below) and gets a first class priority or he applies without pre-evaluation directly on the ICANN meeting and gets a second class priority. If a TLD applicant doesn't apply with its priority at the next meeting, the priority is lost.

If the TLD applicant chooses the pre-evaluation the timeline for the TLD applicant could be the following:

90 days before ICANN meeting – Filing of TLD executive summary

The pre-evaluation process starts with a deadline for TLD applicants to file a five page executive summary about their application. No format for this summary is required, but it would good if the summary highlights the most important points of the application. The TLD applicant gets the first-come, first served bonus, if he's the only one for this string or purpose. The pre-evaluation committee has now 30 days to evaluate the application document and has the option to request further information from the applicant. The TLD applicant can require confidentiality for the TLD string at this stage.

60 days before ICANN meeting – Hearing in front of pre-evaluation committee

The TLD applicant should present the TLD proposal in front of pre-evaluation committee and discuss the proposal with the committee. Location for this hearing could be one of the ICANN offices (Marina del Rey or Brussels). A 2 hours timeframe for presentation and discussion should be sufficient. The confidentiality for the TLD string and applicant at this stage is limited. At the hearing the pre-evaluation committee is for instance allowed give to the applicant the recommendation, that there's another applicant for the same string and that a joint application might have better success. The pre-evaluation committee has now 30 days to evaluate the application.

30 days before ICANN meeting – Publication of recommendations

The pre-evaluation committee publishes a one page summary about its opinion on the application and finalizes the review with a recommendation for the TLD applicant. The recommendation should be either a positive or a negative opinion. Positive means that the TLD string is likely to be approved. Negative means that there are major concerns and the TLD string might has limited chances to get an approval. Positive opinion also means that the applicant gets a presentation slot at the next ICANN meeting. The fee for the pre-evaluation should be US\$ 10,000 and is refunded if the applicant applies at the next ICANN meeting.

TLD applicants who not want to run through the pre-evaluation should be able to request a presentation slot for the next ICANN meeting confidentially. The time slot should be granted with seven days. For this kind of applicants there are only 5 presentation slots available (wildcards), they are granted on a first-come, first-served modus.

ICANN meeting – Presentation and hand over of application to ICANN board

At the three annual ICANN meetings there should be a half day session where TLD applicants present their proposals to the public and officially hand over the application document to the ICANN board. The new TLD presentation agenda for this meeting lists names of TLD applicants and TLD strings, except of those which have confidentiality.

The TLD applicant must present its proposal by representatives live on stage in a 30 min time slot (15 min presentation + 15 min QAs). To plan the half day session, the time slots for the presentation are automatically granted to those who have gone through pre-evaluation. Other have to request the slot in advance at ICANN (see above). This public presentation procedure

guaranties high awareness of the TLD string, purpose and applicant and is a good possibility for the internet community to get in contact with the applicant representatives.

More than one applicant for a TLD string

If two or more applicants for the same string or purpose get a positive opinion for filing the application, all of them should be given the equal possibility to file their application. A comparative evaluation of the applications will then find out which application meets the criteria best.

If there is only one applicant for a certain TLD string the TLD string is blocked until ICANN has made a decision to approve or not to approve the application. If ICANN denies the application new applicants might try to apply for the same TLD string at the next following ICANN meeting or go through the next following pre-evaluation process.

Statement

We fully support the tremendous work the GNSO has done so far and endorse the GNSO efforts to complete the new TLD PDP as soon as possible. We see this document not as comment to the current PDP documents but as a proposal illustrating how some of the current consensus items can be shaped into a process.

By Dirk Krischenowski
 CEO dotBERLIN GmbH & Co. KG

Berlin, June 23th, 2006

http://icannwiki.org/Comments_to_GNSO_PDP_June_2006_by_dotBERLIN

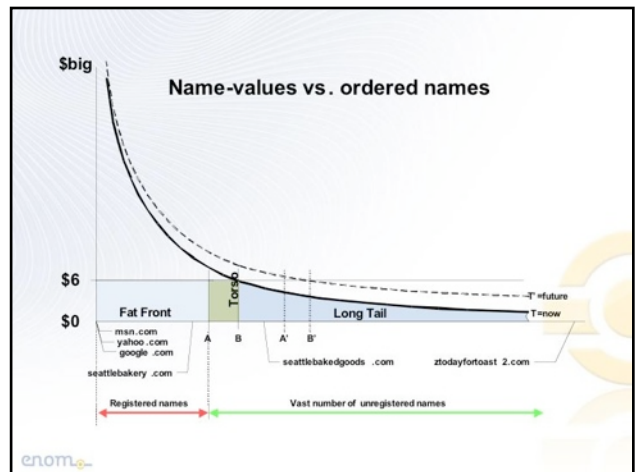


The Long Tail

Domain Name Marketplace session was a hit, with presentations from John Berryhill, Tim Cole, Josh Meyers, Tim Ruiz, John Nevett, Rob Hall and more. As expected, with such varied points of view represented there were some exciting moments, but moderator Jothan Frakes did a great job keeping the peace and making sure that the audience was informed the schedule respected.

Of particular interest was Paul Stahura's Long Tail proposal, which at a minimum sheds tremendous light on the value of domain names, who gets that value and the most important question, "how do domain tasters make any money?" Click here for the entire article:

http://icannwiki.org/DNMW2006_06_27_Domain_Name_Marketplace_Workshop



New TLDs

There is an effort to bootstrap consensus in the ICANN community about the process for vetting, approving, and launching new GTLDs should look like. Consensus is bootstrapped by succeeding at a series of five consensus polls. Each poll builds on the preceding poll, adding an additional section to the consensus document and doubling the breadth of participation.



Each poll is open to everyone who would like to add value and have their interests heard. Recognizing that transparency deepens trust, the evolving status of each participant's vote is made publicly available. Anonymous participants are welcome to add value by commenting and editing, but aren't counted in the poll.

How to Participate

All are warmly welcomed to fully participate and add value. To get started, add your name and vote to the "current consensus" table in the currently active poll (see the list above for the status of each poll). You may change your vote as often as you like. Participants typically begin their participation by voting no. Then as the document evolves to address their concerns they change their votes to yes.

Responsibilities of ALL participants

If you are voting yes, you have no other responsibility, but you are warmly encouraged to work as a facilitator.

If you are voting no, you have a responsibility to the community to articulate why and to think creatively of solutions that you feel good about saying yes to. There are two good ways of doing this.

1. The best way to articulate your concerns is to actually change the document to work for you. Consider your edits to be "efficiently expressed suggestions."

2. Sometimes instead of editing the document directly, it makes sense to write comments about particular parts of it. For example, when there is a conflict on a particular point it is generally better to leave off editing that point in the document and for the conflicting parties to work toward listening to each other in a different space. Also, when an individual is concerned but can't yet articulate exactly why, it often makes sense for that individual to have a conversation with a facilitator to tease out the core of their unease.

The facilitators will work to make sure that your concerns are fully heard. This usually includes attempts to rephrase what you've said using different words. This is not meant to imply that you have been unclear, rather it helps us to avoid leaping to unwarranted interpretations. Interacting online is difficult :-)

Responsibilities of facilitators

All participants are warmly encouraged to act as facilitators. We can't move to discussions of tradeoffs until all interested parties feel that their interests are fully heard and understood by the others. Until they feel heard, folks will continue to repeat their views, often with escalating vehemence.

The job of the facilitators is to "Understand the interests of participants so well that we can articulate them better than the participants themselves." This is not meant to imply that participants are unable to clearly articulate their viewpoints, rather to emphasize the depth at which we seek to understand. This emphasis means that we don't dismiss the views of others, nor explain how they have already been addressed UNTIL the other participant is has indicated that they are perfectly comfortable with our understanding of their concerns.

What happens once we are done?

We're done once we create a consensus that all participants understand. The strength of that consensus is clearly documented by the poll. The consensus is not policy, but creating policy based on a strong, clearly defined consensus is trivial. We leave that up to the board.

http://icannwiki.org/New_TLDs

ICANNWiki Morocco Sponsors

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ICANNWiki Sponsorship Opportunities

Please join us in the creation of an online ICANN community. This project is designed to be non-partisan and open to all who wish to participate. We believe that fostering a widely inclusive spectrum of participation will encourage collectively generated content that evolves toward ever greater accuracy and balance.

Thanks to our Sponsors ICANNWiki had a successful debut in Vancouver that continued through New Zealand and Morocco! Next up is Brazil! First some highlights:

- 656 People now in the system
- 286 Companies
- 58 Blogs listed
- 281 registered users
- 1/2 million page views and over 2,000 unique visitors

per day

In addition to these highlights users of ICANNWiki have distilled information of general interest such as a detailed Timeline of significant ICANN events. Google and other major search engines have indexed ICANNWiki so that now a search for a random ICANN attendee usually turns up their ICANNWiki article near the top of the search results. This increased visibility is turning ICANNWiki into a hub for the wider ICANN community. We are pleased with these initial results and look forward to continuing the wiki's upward trend at the São Paulo meeting.

Adding hundreds of people, companies, and groups into the Wiki takes time. The Wiki education process is particularly time intensive. A primary ongoing goal is to talk with and add those we have missed at the previous meetings.

Additionally, we have shifted attention to the development of other collaborative content such as session notes and topical discussions so that the Wiki becomes an ever more valuable repository of information that helps ICANN better achieve its goals. The benefit is not only to those that attend the conference as a way to look back at what was covered, but also as a reporting mechanism to those that are unable to attend the conference.

This project is completely dependent on sponsorship to cover expenses. Taking into account travel for three-four people, caricatures, booth rental, printed materials and equipment, total out of pocket costs will be approximately \$35,000.

Sponsorship levels are:

- Gold: \$3,000
- Silver: \$2,000
- Bronze: \$1,000

Sponsorship includes:

- The great feeling that comes from pitching in to create a valuable community resource.
- Prominent display of your logo on:
 - the front page of the website
 - the Bookmarks and Business Cards that will be handed out at the meeting.
 - Caricature poster - inclusion on the new piece we are designing that will show caricatures currently in the system. This should be a nice piece and one people will tend to keep.
 - Badge stickers – we plan to make stickers of various sponsor logos as well as caricatures for people to affix to their conference badges.
 - ICANNWiki Quickie – a newsletter of sorts that will include information about ICANNWiki and the current ICANN conference
 - As an additional benefit, we are planning to have a booth at future events and your sponsorship will be acknowledged there as well.

Our continuing sponsors are very important to the success of ICANNWiki. As a special thank-you to continuing sponsors, we will be including logos and other exposure between sessions in any promotional pieces we create. This includes ICANNWiki Quickies.

All sponsorships and other forms of help (see community portal) are greatly appreciated and will go toward making participation in the ICANN process more efficient and enjoyable.

Due to printing deadlines, we want to make sure that we properly acknowledge and thank everyone, so please give it some thought and respond at your earliest convenience.

Thanks!

– The ICANNWiki Team.

For more details on sponsorship, contact:

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 Ian Schray ian@schray.com



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