QUICKIE

ICANNWiki

Type and Share Expanded to *VOTE*!

by Chuck Kisselburg

At ICANN's last conference in Paris ICANNWiki and ICANN worked together to provide users the ability to anonymously share their session notes with others attending the conference.

For Cairo ICANNWiki will continue this service while adding a new service that introduces polling, hence moving from the "Type & Share" that was offered in Paris, to "Type…Share…Vote" in Cairo!

With more than 50 sessions over five days, it's easy to loose track of what's going on at an ICANN meeting.

But what if you could make the notes that you take available to everyone else – and in return see all the notes others had taken of the meetings you missed?

The Internet was built through community effort. You help ensure that it evolves and develops the same way.

As with Paris if you are concerned about your privacy, there is the option to submit session notes anonymously. All you need to do is head to http://icannwiki.org/CairoNotes. Or you can go to ICANNWiki.org and look for the picture of a person typing on a laptop. You will be directed to a form that allows you to easily paste your notes to the wiki. All you need to do is select the title of the session and simply copy and save your notes to the wiki. That's it! **And, no need to worry about "wiki markup language"!**

New gTLD Area On The Wiki.

by Chuck Kisselburg

One of the most anticipated items from ICANN is understanding the procedure for accepting applications for new gTLDs. At ICANN's conference in Cairo the schedule includes a workshop on "Understanding the Draft RFP for New gTLDs".

While information regarding new TLDs unfold the wiki now contains an area dedicated to the new gTLD process.

Not only will people be able to see updates regarding the new gTLD process, people will also be able to examine past gTLD application submittals. The reason for including previous application submittals is for people to get a sense for what has possibly worked in the past and what has not worked. True, what happened in the past does not indicate what will happen in the future, but it is felt having a general, succinct repository will be helpful to the community.

This new area can be found at http://icannwiki.org/gTLD.

Great Idea for a New TLD? Now What?

by NeuStar Registry Services

You have a brilliant idea for the next great Internet domain. Your business plan is solid. There's only one thing left to do, and it's probably the most important step of all: *choosing a technical registry services provider*.

Your fledgling domain represents a significant investment of time, money and brainpower. To support it, you need to align yourself with a company that is solid, financially stable, and respected within the industry. This is the safest and easiest way to ensure that your operation receives the world-class support it needs. Here are just a few of the many questions you'll weigh in the near future:

ALSO IN THIS ISSUE:

To Auction or Not to Auction?

by Chuck Kisselburg

ICANN's road to potentially use the auction process to solve new gTLD disputes has been met with criticism.

To be specific, the concept of an auction was raised through the efforts of auction design firm PowerAuctions LLC with the assistance of ICANN staff, resulting in a paper regarding the auctioning process for new gTLDs. In other words, multiple organizations can submit applications for the potential gTLD, ".bank". To resolve the issue ".bank" would be sent to auction for resolution.

There is no doubt that over the years ICANN has garnered a certain level of mistrust, whether that be charging registries and registrars fees for operating as well as on the domain names acquired by the public, to seemingly remaining closed-lipped, or non-transparent regarding certain issues. (Does the frustrating question/answer session between TuCow's Elliot Noss and the ICANN Board during a public session in Paris ring any bells?) So much of the criticism deals with ICANN using the auction process to rake in even more money.

Why not?

In New Delhi ICANN's Board Chair, Peter Dengate-Thrush, complimented those from the DotAsia organization for the fantastic job they had done and that, through the use of the auctioning system implemented by DotAsia, all domain names that were requested by more than one entity were handled through the auction with none having to go through a dispute resolution process. The auction process seemed quicker with less fuss associated. Case closed. Shouldn't ICANN take note of and utilize such efficiencies?

Business!

Such a process is a way for ICANN to increase its health. Commercial or not, ICANN is still an operating organization that has bills and employees to pay. Bottom line (pun intended) ICANN still lives by a profit and loss statement.

In ICANN's 2007-2008 budget one finds:will also contain polls whereby attendees can anonymously provide their thoughts in a very easy way.

In ICANN's 2007-2008 budget one finds:

"New gTLD Process" section:

"The process for the introduction of new gTLDs must be robust in form, timely and predictable to administer, and scalable to accommodate the numbers and variety of potential applications. The global nature and complexity of the project have direct bearing on the program's start-up and recurring costs. ICANN anticipates a significant investment in the project, in year one, to create the gTLD program office.

TLD Acceptance Program
Technical Acceptance of Top Level Domain Names
by Chuck Kisselburg

As movement is made toward opening the process for the adoption of new gTLDs, we should take a look at reoccurring

TLD
Acceptance

issues with some existing TLDs that have affected some registries worldwide. Understanding this issue can help prepare for the success of new gTLDs.

The issue at hand regards the need to adapt and change business applications to accept TLDs that are greater than three characters in length. Today's TLDs that are greater than three characters include .aero, .asia, .coop, .info, .jobs, .mobi, .museum, .name and .travel. While some TLDs no longer have issues because they have had to spend the time necessary in working with each application provider to rectify the problem on a "one at a time" basis, it is still an issue that is faced by some of the other TLDs.

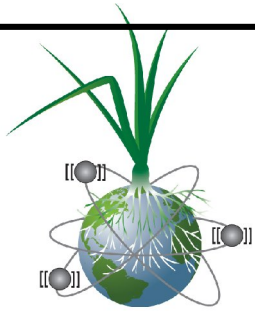Problems encountered with applications include:
- Businesses whose e-mail addresses end with TLDs greater than three characters in length.
- On-line login forms
- E-commerce
- Newsletter sign ups
- Internet marketing campaigns
- Web hosting services.

So as mentioned, TLDs work one-on-one with each application provider as issues are brought to the attention of the respective registries.

To rectify this issue we, as a community, need to raise this awareness so application developers will know to accept TLDs as TLDs are added to the root zone.

ICANN has developed a procedure that, when adopted by application providers, automatically allow the acceptance of all TLDs, new and old, as they exist within the root zone.

To address this issue information has been assembled at http://icannwiki.org/TLD_Acceptance. Please use this space to inform application providers of this problem. It would also be good for businesses to be listed in the TLD Acceptance program page letting the community know their applications can handle any TLD length.

What They Did *Not* Have To Do

by Chuck Kisselburg

In the last two decades I have had the privilege of traveling outside of the US. Being one who appreciates architecture I am well aware of the typical architecture one finds here in the States. Yes, there are architectural gems, but when I head to Europe or India I am blown away by the architectural details that abound. In other words, attention to detail seems to be more the norm than what you find here in the US. True, I am looking at VERY OLD architecture versus new, but what keeps coming to mind, hence my appreciation for architectural detail, is the simple thought of "This was something they did not have to do." In other words, did builders HAVE to add such levels of detail to their architectural creations? No. It was something they did not have to do. When looking at the majority of the architecture in the US, not only is the style "something they did not have to do", it is more like, "they didn't even attempt!" With that said, from my travels I have truly come to appreciate what people did not have to do, but did. For me this line of thinking extends beyond architecture. It extends to not only what organizations do, but what people do as well.

With that said I can't help but apply the same thinking to the ICANNWiki community. What is it people, or organizations do that they don't have to do? Two organizations stand out to me for things they have done that they did not have to do. The two organizations are Sedo and DotAsia.

Sedo Cares Program by Sedo

Sedo has created a separate initiative known as "Sedo Cares". It is through "Sedo Cares" that Sedo is able to give back to humanity. This initially started with programs internal to Sedo where employees, through donations, could reach out to those less fortunate. Last year the "Sedo Cares" program, through an internal Sedo drive, provided donations to "SOS Children's Villages" whereby orphans in Europe would have gifts over the holiday season. Sedo has extended this program so that through normal business a portion of the business proceeds can be attributed to initiatives driven by Sedo Cares. Why thread this program in with normal business efforts? It's a way to increase the amount of funds that could be going to charity. In the latest program $5,733USD was sent to CHF International for establishing a well for safe drinking water for the village of Dhabardulel, Ethiopia.

ICANNWiki
CUSTOMINTERESTSECTION

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Participation: Greater visibility can bring greater participation.

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Contact Chuck at chuck@icannwiki.org or visit http:/ICANNWiki.org/ Custom_Interest_Section for more information.

>*To Auction or Not to Auction* from Page 2

The new gTLD process costs are intended to be fully self-funded and off-set by the application fees. It is anticipated that first-round costs will be significant due to one-time start-up expenses and that subsequent rounds will be less expensive to administer. Start-up costs include, but are not limited to: recruitment of new employees to staff the gTLD program office, professional services fees associated with production of the applicant request for proposal (RFP), development of the objections filed/dispute resolution model, retention of resources to conduct technical and business/financial reviews, and recruitment costs associated with the creation of an independent panel or series of panels to provide adjudication services around dispute resolution and string contention.

A significant component to start-up costs is the creation and implementation of a communications strategy, across many different languages, to announce and promote the first round to the global Internet community. ICANN will incur media costs when it publishes applications following conclusion of the application window. If ICANN is to foster a geographically diverse representation of service providers on the Internet, it first must communicate and educate them about the gTLD process."

Within the same budget, under the "gTLD Registry Fees" section, one also finds:

"In fulfilment of its obligation to develop alternate sources of revenue, ICANN has proposed the implementation of registry-level transaction fees. Transaction fees will serve to increase ICANN revenues and enable revenues to grow in proportion to growth in the DNS."

So there you have it.

.Name Acquisition

by Chuck Kisselburg

In early October we learned that .Name, a London-based registry, has been acquired by VeriSign.

This is a rather landmark move for a couple of reasons.

First of all, there are not that many TLDs in the market to begin with.

Secondly, for TLDs to switch hands, or operators, it has typically been done through ICANN going through the RFP process to see who should be awarded the next contract to take over operation of the TLD. .ORG is a classic example of this, with it now being under the operation of the Public Interest Registry. Other examples are a handful of ccTLDs, such as .TV.

What we are seeing with the .Name acquisition is simply a business acquisition, plain and simple. This is the same as businesses in other industries acquiring other businesses. We see this everyday.

Why is this important? In the next year we will start seeing the emergence of new gTLDs. Will registries be born with the eye on its exit strategy? Most likely as the cost of landing a new gTLD will require, by many, sources of outside investment. Will larger registries be looking to acquire the top performing gTLDs, or gTLDs with the best ideas to help capture market share? Most likely as "business is business".

So did the VeriSign acquisition of .Name lay the foundation for how future acquisitions can occur? Yes. There is no doubt this particular acquisition was a safe move; one registry being acquired by another registry. What can we, as an industry, learn from the full integration from such an acquisition? How can the industry apply what was learned from this acquisition when, in the future, a registry is acquired by a corporation that is not a registry, does not even play within this industry, but wishes to diversify its portfolio? What implications will such acquisitions have on the Internet?

So let's watch and analyze the lifecycle of this acquisition to understand what the future holds!

Community-Centric Resources

ICANNWiki

What's next?

Whether reading in the budget or talking with people at ICANN's conference in Paris, ICANN is looking to recoup their costs as well as develop alternative sources of revenue associated with the new gTLD process. This happens in the regular business world. As the process evolves the cost associated for applying for and landing a new gTLD *should* go down. This, too happens in business. However, there are organizations that have been in new TLD limbo for quite some time, such as .Berlin, .Paris and .NYC, to name a few so costs should have already been lowered as something should have been learned already to help lower the costs associated with this new round of applications.

Will ICANN be using an auction system? I suspect they will. From a financial/business perspective should ICANN utilize the auction system to help strengthen their profit and loss statement? How could they not?

While this specific program came to a close "Sedo Cares" will continue, through programs, finding ways of contributing proceeds back to those in need. This is something Sedo did not have to do, but did.

Relief.Asia by DotAsia.

The other organization I see taking "the extra step" is DotAsia. Before DotAsia was given the green light to operate as a fully functional registry, they formed the three basic points that form DotAsia's mission. Out of the three items one is fully devoted to giving back to the DotAsia community. To be specific this specific portion of their mission states:

"To contribute proceeds in socio-technological advancement initiatives relevant to the Pan-Asia and Asia Pacific Internet community."

While DotAsia has been busy launching its business, it has already put its money where its mouth is by establishing "Relief .Asia" in providing technological relief to those affected by the typhoon that hit Myanmar as well as the quake that hit China's Sichuan province.

More steps will be taken to further develop DotAsia's process for giving back. More information for how DotAsia targets funds for community efforts can be found by reading, "*How DotAsia Gives back to the .Asia community*" found at http://icannwiki.org/DotAsia.

Does my chosen partner have gTLD experience? A reputation for excellence in registry management should be your primary criterion for selecting a registry partner. This partner should be a recognized leader in introducing new procedures and services that safeguard brand equity – and the security and stability of the Internet as a whole. Expertise in marketing, business development, engineering, policy, legal, operations, billing, WHOIS, reporting, and customer service are other critical considerations.

How robust, scalable and flexible is my partner's infrastructure? A world-class infrastructure ensures that your TLD is getting the best technology available to meet the ever-changing demands of today's marketplace. Look for a partner who offers favorable terms, competitive pricing, the best technical solutions, and ideal value.

Will my registry partner be ready to bring my TLD to market when I am? Time is most definitely money – and your registry service provider should be fully committed to launching your TLD as quickly and efficiently as possible. The best registry partners will readily commit to a stringent Service Level Agreement (SLA). You may have complex business processes that require innovative applications around your TLD; if so, your best bet is to find a registry with extensive experience in developing and operating TLDs that require larger and more detailed implementations. The registry you choose should guarantee its ability to deliver what you need on time and within your budget. '

Once my TLD is live, will my registry partner assist my outreach efforts? Taking a new domain to the Internet is a huge step, but an even bigger job lies ahead: convincing potential registrants of its value. In this regard, having relationships with existing registrar partners is essential to success. Choose a registrar channel focused primarily on providing wholesale registration services to actual paying customers, rather than on non-traditional models like tasting. A quality sales channel without conflict is always better than one that is inactive or underperforming.

My domain is up and running! We've got a broad distribution channel, and we're attracting registrants. What's next? Expansion! Internationalized Domain Names (IDNs) allow your new TLD to expand its reach into the global marketplace – which ultimately means more registrations for you. Partnering with a registry that has expertise with IDNs, as well as an established international presence, will strengthen your TLD in rapidly expanding international markets.

How can I best ensure the security of my TLD? As your TLD grows in popularity, you'll want to preserve the stability, security, and trust you've earned. Most online criminal activity targets the DNS infrastructure. As such, you should make it a priority to partner with a registry services provider that is proficient with managed DNS services, ensuring that problems will be defused long before they start to negatively impact the TLD space, its reputation, and your business.

Thinking about a new TLD? Talk to NeuStar!
We'll help you create fully customized service packages and payment models – and we'll support you every step of the way with proven expertise in ICANN policies, proposal writing, marketing, and registry platform development. Inquire today! Please contact Ivor.Sequeira@neustar.biz or visit www.neustarregistry.biz.

ICANN Community?

Personally speaking I feel the whole ICANN community is in a TREMENDOUS position to utilize its vast contacts to assist in more humanitarian efforts, whether that be in areas of charitable fund raising, such as what Sedo has done or in developing programs whose goal is to assist in disaster relief efforts, such as what DotAsia has done.

Welcome Additions to ICANNWiki.

by Chuck Kisselburg

Since ICANN's last conference in Paris several new services have been added to ICANNWiki.

Calendar: A calendar has been added to ICANNWiki's main page. The value of this is anyone within ICANNWiki's community can now add scheduled events such as future ICANN International Meetings, ICANN Regional Meetings, IGF Conferences, Domainer Conferences as well as Registry/Registrar specific events.

Polling: The community may now establishing polling through ICANNWiki to obtain the pulse of members of the community.

If you are concerned about the contents or the condition of your notes ICANNWiki will also contain polls whereby attendees can anonymously provide their thoughts in a very easy way.

Why do this? It's a way for the general ICANN community to gain the sense of what's important to others attending the conference.

http://icannwiki.org/CairoNotes

So when in Cairo, remember to:

Type…Share…Vote!

Top-Level Navigational Tab Expansion: The third item that is significant is the expansion of the top-level navigational tabs. While the addition of top-level navigational tabs to the wiki's major pages prior to the conference in New Delhi resulted in a jump in the wiki's usage, the new version of top-level navigational tabs can now be found on every page on the wiki. This greatly increases navigation around the wiki.

Universal Edit Button: For those who use the Mozilla/Firefox browser, you may have noticed the Universal Edit Button in your browser's URL address bar. Whenever you see the Universal Edit Button you are signaled that you are on a page that is editable. To edit the page all you need to do is click the Universal Edit Button instead of moving down into the page to find the edit button. While Mozilla/Firefox is looking to include this functionality within their browser in the future, today you can receive this functionality by adding the Universal Edit Button extension to your browser.

I am excited about all of the additions to the wiki as they signal a significant step forward for users of the wiki. This is also a great indication that it is through our sponsors that allows ICANNWiki.org to continue to maintain and grow. So "Thank You!" to our sponsors for allowing us to bring this functionality to you.

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ABOUT I C A N N W I K I.ORG

ICANNWiki: A grass roots, industry resource fostering global collaboration and transparency within the ICANN community.

Wiki Wiki means "quick" and "easy" in Hawai'ian. 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 among the pages in the wiki. The result is a very rich reading experience. ICANNwiki uses wiki technology to create a valuable and longterm 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.