

The Proposal, the Community and ICANN

Last week, the Cross Community Working Group on the IANA Stewardship Transition published the second draft proposal for the naming part of the stewardship transition from the US government's NTIA to the multistakeholder community. The community is making up its mind, but how will ICANN react?

By Peter Van Roste, CENTR General Manager

Compared to the first proposal, this document proposes a much simpler model for a post-transition IANA. In this new model, a new entity is created ('PTI' or 'post-transition IANA') as an affiliate of ICANN. This entity will have a Board for legal purposes, but its accountability mechanisms will primarily be dealt with on an ICANN level. ICANN will transfer staff and assets to the new entity and commit to long-term funding of its operations. Because of this new structure, separability becomes possible as the ultimate sanction for systemic bad performance. However, this ultimate sanction should only be triggered after all escalation and review mechanisms have been exhausted and a special majority (to be decided, but most likely from the ICANN community) has supported the separation. Two additional structures will give guidance and overview to the PTI. These are the Customer Standing Committee and the IANA Function Review Team. The former is a standing committee composed of IANA customers. The latter is a multistakeholder review team that will assess IANA's performance every 5 years and will review its performance against the contractual terms and requirements based on a broad public comment.

In March 2015, CENTR's General Assembly discussed in detail the wide range of issues that would need to be dealt with in the advent and aftermath of the stewardship transition. During that meeting, CENTR members listed 10 elements that the new model would need to include. Compared to this list, the current proposal provides a sound basis. There are however a few key elements that still need to be completed (service level expectations, triggers for separation review, composition of the PTI board)

and a few others need to be clarified or fine-tuned (such as timelines for escalation mechanisms). More than ever, the public comment period is crucial in turning this draft proposal into the final one that will be presented to the IANA Coordination Group (ICG).

The ICG will combine this final proposal from the names communities with the proposals from the numbers and protocols communities. This combined proposal – together with the proposal from the Cross-Community Working Group on ICANN Accountability (CCWG) – will then be presented to the NTIA.

It can be expected that the planned deadline of September 2015 will be difficult to meet. Not only are important elements in the CWG proposal still missing, it still remains to be seen if this proposal is compatible with the proposals from the numbers and protocols communities. And while making great progress, the team working on the improvements of ICANN accountability still has a long way to go.

In the meantime, some have voiced their fear that ICANN will simply not be willing to accept a separable IANA. While it is easy to see why they want to hold on to it, it is unclear when in the process ICANN would be able to stop the proposal from moving forward if it includes the separability option. It will be very interesting to watch how ICANN responds; a perfect litmus test to reveal the extent to which ICANN accountability improvements are needed.

EU Policy Update

By Nina Elzer, CENTR Policy Adviser



Update on the NIS Directive

Agreement is still missing as to the inclusion and definition of 'internet enablers'. A Latvian Presidency proposal suggests that 'digital service platforms' (such as Facebook and ebay) should be regulated less heavily than 'operators providing essential services' (such as nuclear power plants). This way, regulation for digital service platforms could be better harmonised and requirements would be more proportionate to the risk they pose. It looks, however, as if ccTLDs – due to their connection with nationally-oriented physical infrastructure – would be more heavily regulated, which would make them subject to the same security and notification requirements as a nuclear power plant.

Oettinger versus Ansip?

'Going digital' does not seem to mean the same thing to Commissioner Oettinger and Vice-President Ansip. Whereas Ansip seems set to abolish geo-blocking (so everyone can watch English football live), Oettinger wants to be more cautious (it could destroy the film industry). While Ansip is preparing the publication of 'his' Digital Single Market Strategy on 5 May, Oettinger is contemplating a re-launch of data retention in Europe (denied by the Commission's Migration and Home Affairs Directorate General) and defends restrictions on net neutrality (while the telecoms package is still under negotiation). Let the games begin...

Commission unveils European Agenda on Security

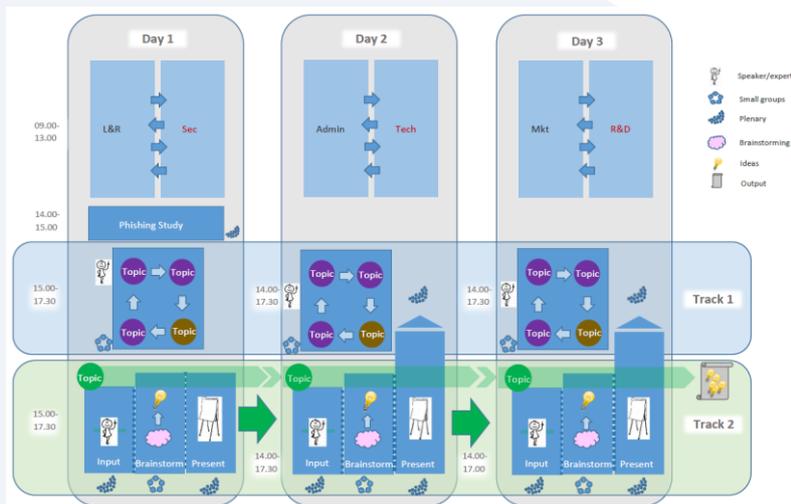
Following recent terror attacks in France, Denmark and Belgium, the Commission calls for better coordination among Member States and more efficient law enforcement to fight terrorism, organised crime and cybercrime. A new counter-terrorism centre is to be set-up within Europol; Member States are to bring data and expertise into 'hubs', a network of agencies and national co-ordinators. Existing information systems (storing fingerprints, car-plate registers, or information on missing persons or objects) are to be better used and criminal and police record systems updated and enhanced, personal data on air passengers (PNR) to be centrally stored.

EIF dinner debate with ICANN CEO, breakfast debate on gTLDs

The European Internet Forum is organising a dinner debate with Fadi Chehade on Internet Governance: IANA stewardship transition process (26/05/2015) and new gTLDs (27/05/2015). [Read more](#)

CENTR Jamboree 2015

The Jamboree seeks to create synergies among CENTR's working groups and to facilitate exchange among members from different organisations, outside the boundaries of a working group. This year's Jamboree will particularly focus on exploiting the working groups' full potential, increase interactions, give more responsibility to both the group and members, as individual participants, and produce tangible results (something 'to take home'). CENTR is very happy to be setting-up a brand new and dynamic structure for its afternoon sessions, maximising results for its members and encouraging concrete outcomes. [Read more](#)



David Fowler is the Director of Marketing and Communications at CIRA (.ca) and the newly appointed Vice-Chair of CENTR's Marketing Working Group. In this Q&A, he shares his perspective on his new position and what he believes are the main upcoming challenges for ccTLD communication professionals.



Can you tell us a bit about your background?

My career has taken me in a range of directions, but I have remained a marketing and communications guy at heart. Much of my time has been spent driving either commercial goals or social mandate outcomes, through advertising and media, product management, and product and service marketing. My contribution to the .CA team has been to bring a market and customer perspective to the table with the goal of meeting our customer's needs, extending our brand, and building our business.

What is your view of your role as Vice-Chair of CENTR's Marketing Working Group?

Country code domains have a privileged role to play in the domain industry. We represent the national interests of our nations, in my case fellow Canadians. The domain industry is facing the collision of market maturity, increased competition, and disruptive technologies, resulting in opportunities and challenges for our respective organizations.

In this new role, I will be an active participant in sharing best practices. I will also work actively in the Marketing Working Group as a facilitator and catalyst for robust and meaningful discussions regarding our collective future. We can all benefit from each other's experiences, moving forward through shared and open learning.

What do you think will be the main challenges in the coming years for ccTLD marketing and communication professionals and why?

We are at a critical point in the development of our industry, as we move from an operational or policy focus to more of a market and customer driven attitude. Many industries have previously moved through this life-cycle change, resulting in innovation and the development of new marketing strategies.

In our case, the catalyst for this change is the introduction of hundreds of new gTLDs and the introduction of new disruptive technologies that provide substitutes for the traditional domain and website combination.

The challenge for marketing and communication's professionals is to ensure that their messaging clearly establishes the value proposition of our products and is presented in a way that can resonate in a cluttered 1,000+ TLD universe.

What are some of the key topics the Marketing Working Group has been discussing lately?

The topics of discussion at the Marketing Working Group are consistent with the challenges that face ccTLDs in this quickly evolving market. In particular, we are discussing current and emerging markets, how to create differentiation with our products, what new products could help mitigate the risk of a single revenue source and how to sell these products to our customers.

These topics are an ongoing dialogue within the Marketing Working Group and are valuable as we move forward with determining the strategies that reflect our own market realities.



Q&A

David Fowler

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CENTR

Q&A

Study: Familiarity with internet extensions increased

DNS Belgium conducted a market study among SMEs on knowledge and interest in new internet extensions launched in 2014. The study showed that 46% were familiar with the new internet extensions.

First 'Internet Day' in Estonia The conference entitled 'Internet Day 2015' will be held on 11 May. Main topics include internet and Estonia, privacy and control, skills and awareness, the Internet of Things and more.

Preferential Registrations in .nz period Over the past 6 months 58,879 eligible .nz registrants have taken action to register the shorter version of their name, with a further 20,400 opting to use the reservation service.

Auction and release of one-character .se domains .SE has decided to allow registration of .se domain names with only one character. The most attractive domain names will be released through an auction on Tradera.

.uk registrant behaviour market research Nominet will be conducting research with a sample of .uk domain registrants in order to gain a better understanding of consumer demographics, domain buying behaviour and sentiment in selecting UK domain names.

Blog: **GCCS2015: Encouraging governments at the highest level to participate in multistakeholder internet governance** - 2015 is definitely turning out to be The Year of Internet Governance. With the United Nations General Assembly (UNGA) holding its High Level Meeting to review the 10th anniversary of the World Summit on the Information Society (WSIS) in December this year, the regular calendar of Internet governance-related meetings have taken on increased significance this year. [Read on](#)

Launch of the 2015 CENTR Awards call for nominations

On 30 April, CENTR officially launched the call for nominations for its 2015 CENTR Awards, which aim at highlighting country code top-level domain (ccTLD) registry projects, teams and people that make a difference in the domain name industry.

The five award categories for this year include the Security Award, the Research and Development Award, the Marketing Award, the Corporate and Social Responsibility Award and the Contributor of the Year Award. The CENTR Awards ceremony will be held on 7 October 2015 at the Palais des Académies in Brussels, Belgium.

[More information on the CENTR Awards](#)
[Submit a nomination \(members only\)](#)

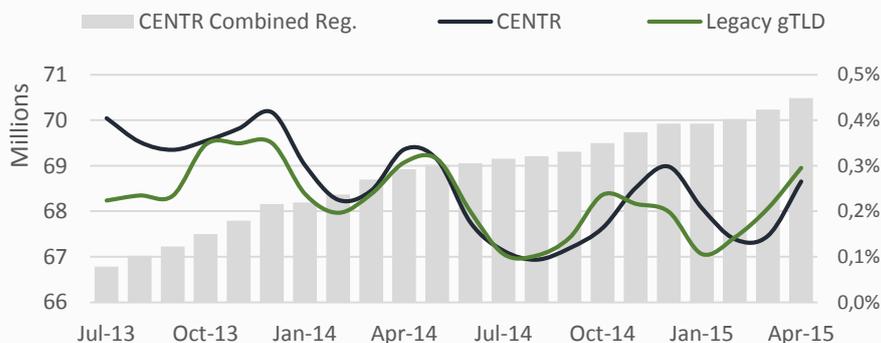
Upcoming CENTR Events

1-3 June 2015

CENTR Jamboree 2015 (Stockholm, Sweden)

The CENTR Jamboree is an annual event running over 3 days and includes all CENTR workshops: Security, Legal and Regulatory, Technical, Administrative, Marketing, R&D.

Domain Name Statistics



Source: CENTR (based on 57 ccTLDs), ICANNwiki

Growth lines use 3 month Moving Averages to smooth the line * Refers to CENTR full members only

CENTR Combined Registrations*

70.5 million

Combined registrations among CENTR full members recently crossed the 70 million mark. The chart shows these registrations and growth with the equivalent growth in legacy gTLDs.

Combined registrations have grown 2.2% over the past 12 months with a median ccTLD growth over this period of 3.7%.

CENTR produces comprehensive registration stats and trends to its members internally