



Promoting local digital Identities for Cities, Regions, Languages and Cultures on the Internet

# geoTLD.group Meeting

Hosted by ICANN - Kobe, 10 March 2019



.boston  
.miami  
.quebec  
.nyc  
.vegas

.alsace  
.amsterdam  
.bayern  
.brussels  
.bzh  
.cologne  
.cymru  
.eus  
.gal  
.gent  
.irish  
.koeln  
.london  
.nrw  
.paris  
.ruhr  
.scot  
.saarland  
.swiss  
.vlaanderen  
.wales  
.zuerich

.barcelona  
.bcn  
.berlin  
.budapest  
.corsica  
.hamburg  
.ist  
.istanbul  
.madrid  
.tirol  
.wien

.helsinki  
.krd  
.moscow  
.Москва  
.stockholm  
.tatar

.abudhabi  
.ابظوب  
.arab  
.dubai  
.يبد

.佛山 (.fohsan)  
.广东 (.guangzhou)  
.广州 (.guangdong)

.kyoto  
.nagoya  
.okinawa  
.osaka  
.ryuku  
.tokyo  
.yokohama

.africa  
.capetown  
.durban  
.joburg

geoTLDs 2019  
geoTLD members 2019

.melbourne  
.sydney

# Agenda

# Agenda 10 March 2019

## **13:30 to 14:15 - Planning session**

- Review 2018
- Goals and Strategy 2019
- Housekeeping and internal topics (members, financial, etc.)
- ICANN policy updates (ePDP, geonames, etc.)

## **14:15 to 15:00 - Open Dialog**

- geoTLDs discuss hot meeting topics with other ICANN stakeholders.
- Break 15 min and room change to Ohwada C

# Agenda 10 March 2019

## **15:15 to 16:45 – Sharing session**

- News from the members
  - Marketing and communication examples
  - Price increases/decreases and promotions
  - Social media
- Release of the COI / Letter of Credit funds
- RDAP / GDPR
- Study by .amsterdam / geoTLD KPIs
- Content production and input by members
- Discussion of members survey (topics to be proposed by members)
- Upcoming ExCom Elections
- Any other Business

# Agenda .CITIES Conference

## **Wednesday, 13 March 2019 (08:30 to 12:00, room Ruby)**

- Sebastien Ducos (Neustar) – Short introduction into geoTLDs
- ICANN speaker on the next round of gTLDs incl. geographic TLDs
- Professor Keisuke Kamimura (Daito Bunka University, member of the .osaka Advisory Committee) – Geographic top-level domains in Japan and abroad
- Hiro Tsukahara (CEO GMO Registry) – Japanese geoTLD marketing (.tokyo)
- Technical break 15min
- Professor Kenji Imai (City of Kyoto) – About the .kyoto top-level domain
- Tadashi Yokoyama (President of Osaka Registry Co., Ltd.) – About the .osaka top-level domain
- General discussion

Review

# geoTLD Review 2018

## **It was a successful year 2018 for the geoTLD group**

- 1 new members (.Corsica), DENIC sponsorship
- Staying no. 1 resource on geoTLD topics
- Outreach by brochure/website to all ICANN stakeholders
- Playing an active role in relevant topics like GDPR and geonames
- Strong participation and lively exchange of members at the group's meetings



# Strategy and Goals

# geoTLD Strategy 2019

- Creating more visibility and awareness for geoTLDs towards extended stakeholder groups like governments, politics, place marketers and branding experts (by visualise examples, .CITIES Conference, ...).
- Make sure our voice is loud and clear towards the relevant audiences, play our role as national legislation advocate and being a very special type of (g)TLD that creates value for ICANN, the domain industry and the public interest.
- Stronger relationship with GAC, ccNSO (e.g. 3-letter code, geoname discussion), ALAC and other groups most relevant to us. At least not getting a veto.

# Goals for 2019

- **Aquire two new members** (outreach, CITIES Conferences)
- **Stay no. 1 resource and hub for information about geoTLDs** (extened website, increase content)
- **Regularly comment on ICANN acitivities that are relevant for our members** (external person)
- Intersessional newsletter to the members
- Focus on website and less on social media
- Members survey on internal topics
- Motivate members to share their content with geotld.group

# Housekeeping

- Membership status
- Projects and spendings 2018
- Financials
- Invoices 2019
- Website Stats
- New web content (consultant page, top sites page)

Housekeeping

# Our members (1 / 8)

Afnic for "City of Paris" 1 rue Stephenson Hall A2 - 3ème étage 78180 Montigny le Bretonneux FRANCE	M	paris	FR	EU
City Of Amsterdam Economic Affairs Amstel 1, 1011 PN Amsterdam NETHERLANDS	M	amsterdam	NL	EU
DNS Belgium vzw Ubicenter Philipssite 5/13 3001 Leuven BELGIUM	M	vlaanderen	BE	EU
DNS Belgium vzw Ubicenter Philipssite 5/13 3001 Leuven BELGIUM	M	brussels	BE	EU
dotBerlin GmbH & Co. KG Akazienstraße 28 10823 Berlin GERMANY	M	berlin	DE	EU

# Our members (2 / 8)

Dot London Domains Ltd London & Partners 2 More London Riverside London SE1 2RR UNITED KINGDOM	M	london	UK	EU
FRLregistry B.V. Willemskade 3 Leeuwarden FRL 8911 AW NETHERLANDS	M	fri	NL	EU
GMO Registry, Inc. Cerulean Tower, 26-1 Sakuragaoka-cho Shibuya-ku Tokyo, Japan 150-8512 JAPAN	M	tokyo	JP	AP
Hamburg Top-Level-Domain GmbH Neuer Wall 10 20354 Hamburg GERMANY	M	hamburg	DE	EU
NeuStar, Inc. 21575 Ridgetop Circle Sterling, VA 20166 USA	M	nyc	US	NA

# Our members (3 / 8)

NeuStar, Inc. 21575 Ridgetop Circle Sterling, VA 20166 USA	M	sydney	AU	AP
NeuStar, Inc. 21575 Ridgetop Circle Sterling, VA 20166 USA	M	melbourne	AU	AP
Punkt Tirol GmbH Brunecker Straße 3 6020 Innsbruck AUSTRIA	M	tirol	AT	EU
ZA Central Registry PO Box 4620, Halfway House Johannesburg, Gauteng 1685 SOUTH AFRICA	M	africa	ZA	AF
ZA Central Registry PO Box 4620, Halfway House Johannesburg, Gauteng 1685 SOUTH AFRICA	M	durban	ZA	AF



# Our members (4 / 8)

ZA Central Registry PO Box 4620, Halfway House Johannesburg, Gauteng 1685 SOUTH AFRICA	M	joburg	ZA	AF
ZA Central Registry PO Box 4620, Halfway House Johannesburg, Gauteng 1685 SOUTH AFRICA	M	capetown	ZA	AF
DNS Africa, Ltd. 19th Floor Newton Towers Sir William Newton Street Port Louis Mauritius	O		MU	AF
Bundesamts für Kommunikation c/o Dienstleistungszentrum Finanzen, EFD 3003 Bern REF-1084-00404 SWITZERLAND	O	swiss	CH	EU
PointQuébec 355, Peel Street, Suite 111 Montréal, Québec, Canada H3C 2G9 CANADA	M	quebec	CA	NA

# Our members (5 / 8)

TLD-Box Registry dienstleistungen GmbH Jakob-Haringer-Straße 8/V 5020 Salzburg AUSTRIA	O		AT	EU
Bayern Connect GmbH Prannerstraße 10 80333 München GERMANY	M	bayern	DE	EU
Minds + Machines GmbH Prannerstraße 10 80333 München GERMANY	M	nrw	DE	EU
Minds + Machines Group Ltd. Craigmuir Chambers Road Town Tortola VG 1110 British Virgin Islands	O	miami	US	NA
Minds + Machines Group Ltd. Craigmuir Chambers Road Town Tortola VG 1110 British Virgin Islands UNITED KINGDOM	O	budapest	HU	EU

# Our members (6 / 8)

Puntueus Fundazioa Arriola pasealekua 2 Donostia, Basque Country 20018 SPAIN	M	eus	FR ES	EU
Agence d'Attractivité d'Alsace 24 rue de Verdun 68000 Colmar FRANCE	M	alsace	FR	EU
Istanbul Digital Media AS Istanbul Metropolitan Municipality (IMM) Mollahusrev Mh., Revani Celebi Sk. No: 4, 34134 Fatih/Istanbul TURKEY	M	ist	TK	EU
Istanbul Digital Media AS Istanbul Metropolitan Municipality (IMM) Mollahusrev Mh., Revani Celebi Sk. No: 4, 34134 Fatih/Istanbul TURKEY	M	istanbul	TK	EU
regiodot GmbH & Co. KG Bottroper Straße 20 45141 Essen GERMANY	M	ruhr	DE	EU

# Our members (7 / 8)

<p>CIRA          Canadian Internet Registration Authority          979 Bank Street, Suite 400          K1S 5K5 Ottawa          CANADA</p>	O	(?)	CA	NA
<p>City of Stockholm          Ragnar Östbergs plan 1          SE-105 35 Stockholm          SWEDEN</p>	M	stockholm	SE	EU
<p>Association www.bzh          140 boulevard de Creac'h Gwen - CS 44031          29561 QUIMPER Cedex          FRANCE</p>	M	bzh	FR	EU
<p>FUNDACIÓ PUNTCAT          Aribau, 230-240 7è M          08006 Barcelona          SPAIN</p>	M	cat	ES	EU
<p>FUNDACIÓ PUNTCAT          Aribau, 230-240 7è M          08006 Barcelona          SPAIN</p>	M	barcelona	ES	EU

# Our members (8 / 8)

ASOCIACION PUNTOGAL RUA TABERNAS, 11 15001 A CORUÑA	M	gal	ES	EU
domainworx Service & Management GmbH Matznergasse 17 1140 Vienna AUSTRIA	M	wien	AT	EU
domainworx Service & Management GmbH Matznergasse 17 1140 Vienna AUSTRIA	M	koeln	AT	EU
domainworx Service & Management GmbH Matznergasse 17 1140 Vienna AUSTRIA	M	cologne	AT	EU

Summary	AP		3
	AF		5
	EU		27
	NA		4
	SA		0

# Financials 2018

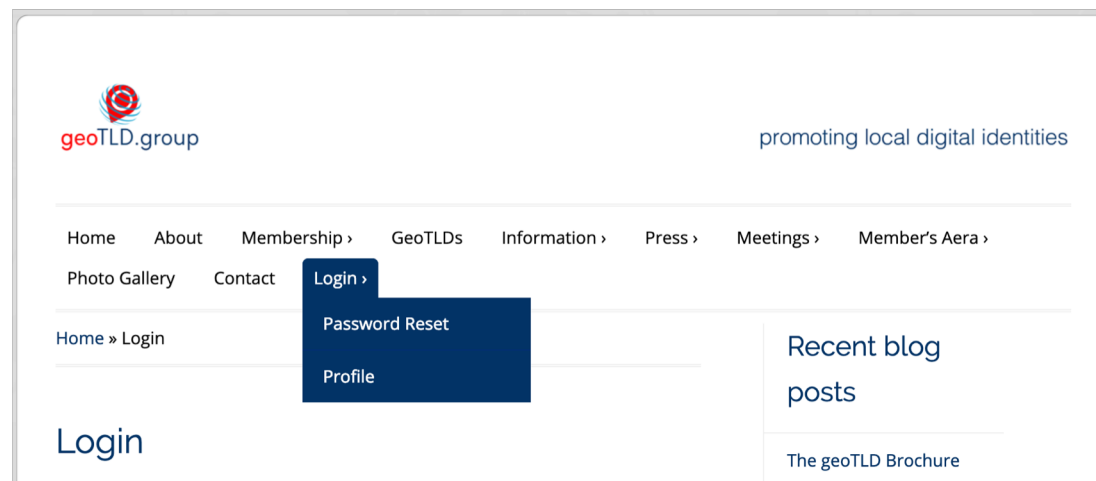
• Income - Membership Fees (total):	EUR 27.000,00
• Costs – Total	EUR 17.750,86
• Accounting, TAX-Declaration	EUR 2.000,00
• RySG Membership Fee	EUR 2.233,08 (USD 2.500)
• Brochure / Design	EUR 4.189,00
• Brochure / Print & Distrib.	EUR 7.994,80
• Website / Hosting, etc.	EUR 1.171,10
• Banking Fees	EUR 162,88
• Balance 2018	EUR 9.249,14
• <b>Bank Account Balance (20181231)</b>	<b>EUR 27.341,30</b>

# Communication – MailingLists

- Former google-groups mailing lists have been deleted
- to reach representatives of the MEMBERS / OBSERVERS of the geoTLD.group (especially group-internal information)
  - send an e-mail to [members@geoTLD.group](mailto:members@geoTLD.group) (67 addressees)
- to reach people / organizations interested in geoTLDs generally (including representatives of members / observers of the geoTLD.group)
  - send an e-mail to [open-list@geoTLD.group](mailto:open-list@geoTLD.group) (113 addressees)

# Website – Members Area

- Representatives of members / observers have access to the MEMBER AREA of the geoTLD.group-website.
  - Login at: <http://geoTLD.group/login>
  - Have access to presentations, case studies, informations, etc. intended for the use bey members / observers only





# Website – Directory of Consultants

We received some inquiries about

*„Who could help me with getting a geoTLD (in the next round)?“*

at [office@geoTLD.group](mailto:office@geoTLD.group) (forwarded to all ExCom members)

## Decision by the ExCom

- See <http://geotld.group/are-you-interested-in-your-own-geotld/>
  - in alphabetical order
  - Logo, link and a short description (max. 5 lines)
- ➔ Send your request for listing as a consultant to [office@geoTLD.group](mailto:office@geoTLD.group)

# Website – Directory of Consultants



## CIRA Registry Services, Ottawa CA

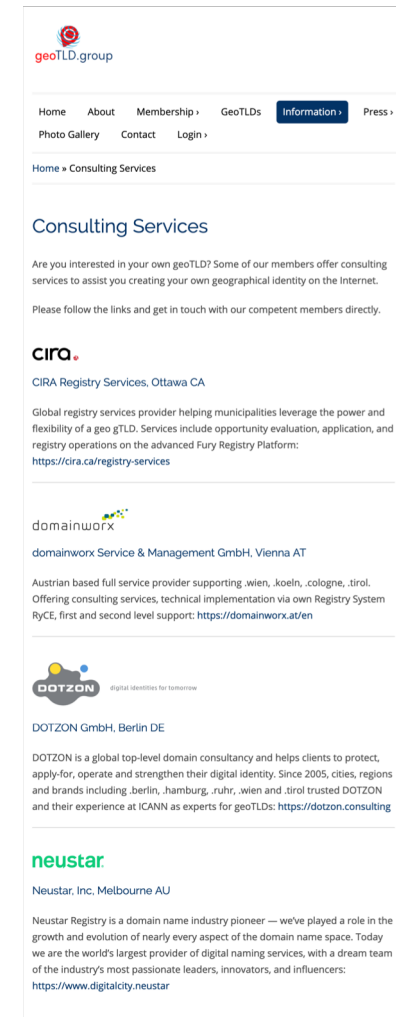
Global registry services provider helping municipalities leverage the power and flexibility of a geo gTLD. Services include opportunity evaluation, application, and registry operations on the advanced Fury Registry Platform:

<https://cira.ca/registry-services>



## domainworx Service & Management GmbH, Vienna AT

Austrian based full service provider supporting .wien, .koeln, .cologne, .tirol. Offering consulting services, technical implementation via own Registry System RyCE, first and second level support: <https://domainworx.at/en>



The screenshot shows a web browser view of the geoTLD.group website. The page title is "Consulting Services". The navigation menu includes Home, About, Membership, GeoTLDs, Information (highlighted), and Press. Below the navigation, there is a breadcrumb trail: Home » Consulting Services. The main content area features the heading "Consulting Services" and a sub-heading "Are you interested in your own geoTLD? Some of our members offer consulting services to assist you creating your own geographical identity on the Internet." Below this, there is a list of consultants. The first entry is CIRA, with a link to their registry services. The second entry is domainworx, with a link to their service and management. The third entry is DOTZON, with a link to their consulting services. The fourth entry is neustar, with a link to their registry services.

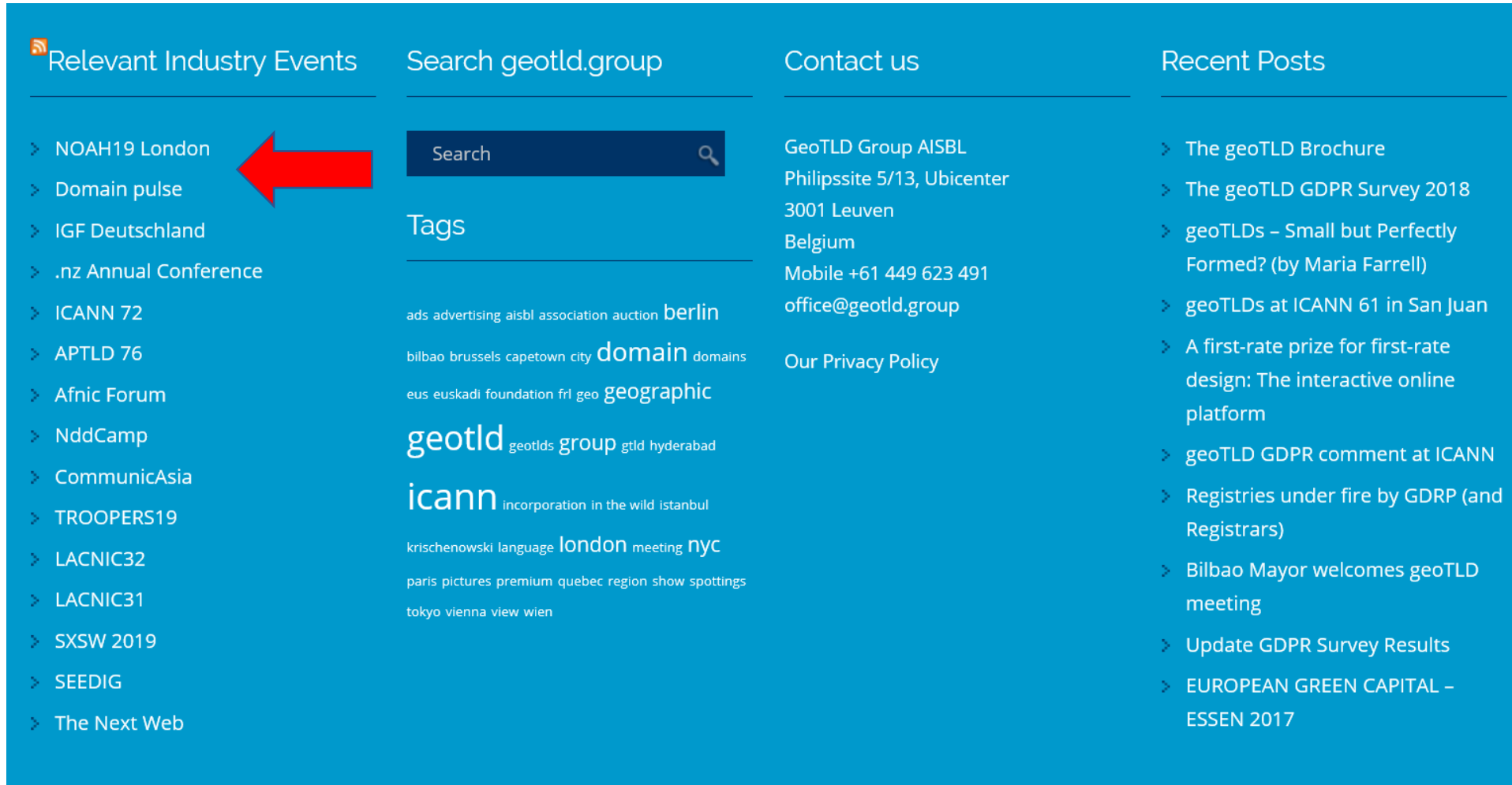
# Website – Top Sites (References)

- See <http://geotld.group/examples/top-sites/>

## **Handling of these entries in the future**

- in „last in – first out“ order
- to motivate members to update their TOP-references
- limited to 7 (?) entries per geoTLD
- Please send your links (references) to [office@geoTLD.group](mailto:office@geoTLD.group)

# Industry Events in Footer



The screenshot shows the footer of the geoTLD.group website, which is divided into four columns. A red arrow points to the first item in the 'Relevant Industry Events' column.

- Relevant Industry Events**
  - > NOAH19 London
  - > Domain pulse
  - > IGF Deutschland
  - > .nz Annual Conference
  - > ICANN 72
  - > APTLD 76
  - > Afnic Forum
  - > NddCamp
  - > CommunicAsia
  - > TROOPERS19
  - > LACNIC32
  - > LACNIC31
  - > SXSW 2019
  - > SEEDIG
  - > The Next Web
- Search geotld.group**
  - Search
  - Tags
    - ads advertising aisbl association auction berlin
    - bilbao brussels capetown city domain domains
    - eus euskadi foundation frl geo geographic
    - geotld geotlds group gtld hyderabad
    - icann incorporation in the wild istanbul
    - krischenowski language london meeting nyc
    - paris pictures premium quebec region show spottings
    - tokyo vienna view wien
- Contact us**
  - GeoTLD Group AISBL
  - Philipssite 5/13, Ubicenter
  - 3001 Leuven
  - Belgium
  - Mobile +61 449 623 491
  - office@geotld.group
  - Our Privacy Policy
- Recent Posts**
  - > The geoTLD Brochure
  - > The geoTLD GDPR Survey 2018
  - > geoTLDs – Small but Perfectly Formed? (by Maria Farrell)
  - > geoTLDs at ICANN 61 in San Juan
  - > A first-rate prize for first-rate design: The interactive online platform
  - > geoTLD GDPR comment at ICANN
  - > Registries under fire by GDRP (and Registrars)
  - > Bilbao Mayor welcomes geoTLD meeting
  - > Update GDPR Survey Results
  - > EUROPEAN GREEN CAPITAL – ESSEN 2017

# Most viewed Content (last 12 m)

ID	Title	Visits
1	Home	<a href="#"><u>66,129</u></a>
2	EUROPEAN GREEN CAPITAL - ESSEN 2017	<a href="#"><u>3,326</u></a>
3	Login	<a href="#"><u>2,413</u></a>
4	.ALSACE	<a href="#"><u>1,377</u></a>
5	GeoTLDs	<a href="#"><u>1,163</u></a>
6	London	<a href="#"><u>1,081</u></a>
7	Registries under fire by GDPR (and Registrars)	<a href="#"><u>859</u></a>
8	About	<a href="#"><u>733</u></a>
9	Pictures & Logos	<a href="#"><u>692</u></a>
10	p1040098	<a href="#"><u>681</u></a>

# ICANN Policy Update

# ICANN Policy Update

- Proposal for a person that regularly reports and comment on ICANN activities that are relevant for our members
- ePDP
- RDAP
- Worktracks next round and Geonames

geoTLD's Open Dialog



# Open Dialog

The purpose is to discuss hot topics of the current ICANN meeting with relevant stakeholders (in order to coordinate activities). Hot topics:

- ...

15 min BREAK

News from the Members

# Marketing & Communication

- Latest geoTLD marketing & sales campaigns
- How to get governments work with your geoTLD domain names
- Ideas/projects to get more awareness in the market

.eus / .tokyo Presentations

COI/LOC Release

# Release of COI/LOC Funds

## SPECIFICATION 8 - CONTINUED OPERATIONS INSTRUMENT

1. ...

*Registry Operator shall use its best efforts to take all actions necessary or advisable to **maintain in effect the Continued Operations Instrument for a period of six (6) years from the Effective Date**, and to maintain ICANN as a third party beneficiary thereof.*

...

# Release of COI/LOC Funds

## **Summary of correspondence with ICANN staff:**

- ICANN is aware of the many upcoming COI releases
- ICANN is working on a process and will communicate it
- Open if pre-release process will be established
- Otherwise release can be requested when due, process may last 3-4 weeks until money is released
- ICANN's hint: amend your COI/LOC to reflect release date



Study by City of Amsterdam

# Study by City of Amsterdam



KPIs

# Key Performance Indicators (KPIs)

- By Patrick Myles (he does the CENTR stats)
- Starting with existing public data (e.g. renewal rate)
- Extending to data like domains / inhabitants
- Monthly US\$ 400

Select TLD  
.amsterdam

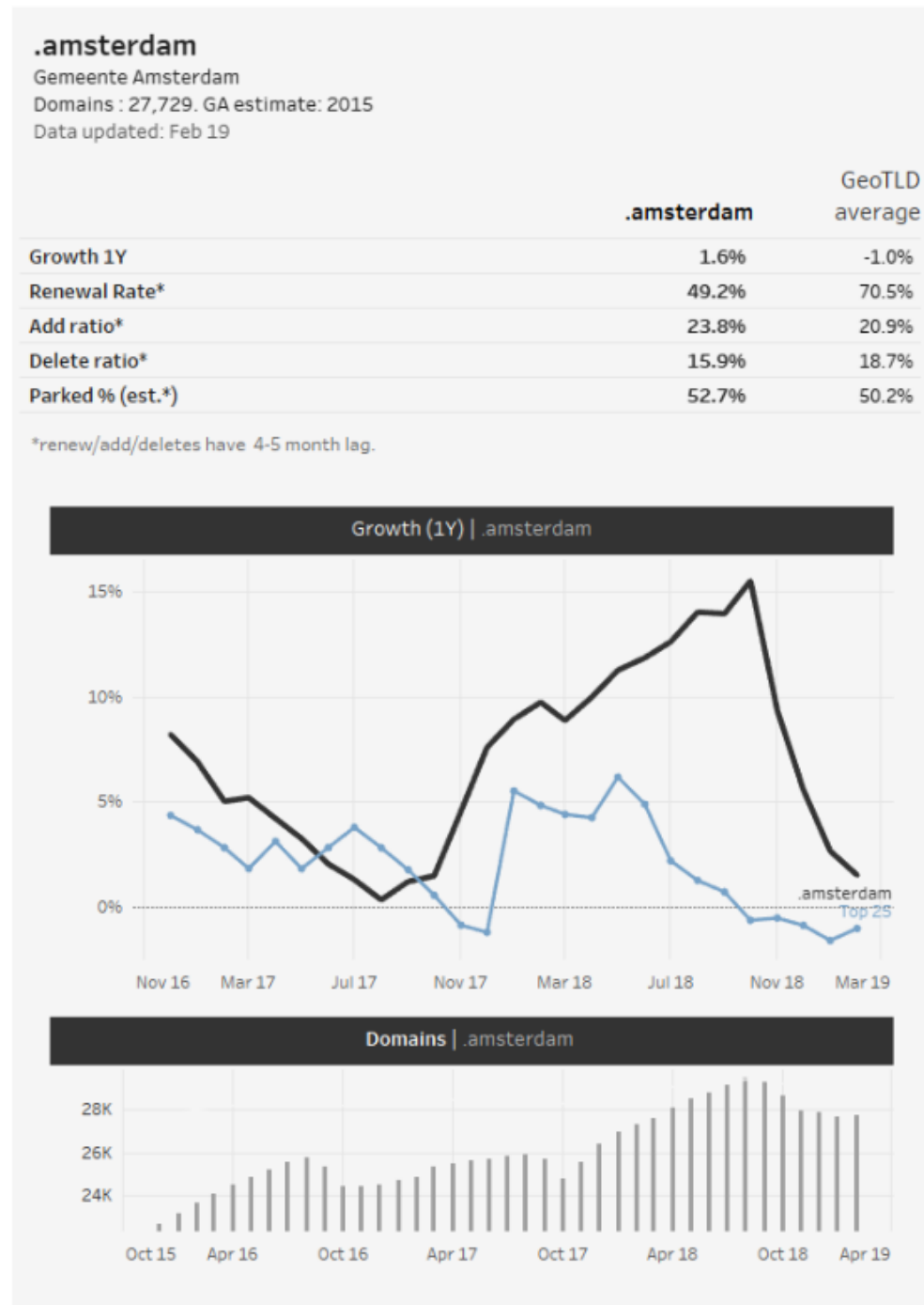
Trend Period  
Nov 15 Feb 19

Chart (upper)  
Growth (1Y)

Chart (lower)  
Domains

Averages based on  
Top 25

Sources: ICANN (CZDS, monthly reports), direct registry agreements, nTLDstats.com (parking statistics)



CZDS

# CZDS Opinions

- Has made checking request even less efficient
- ...

Any other business



# .CITIES conference





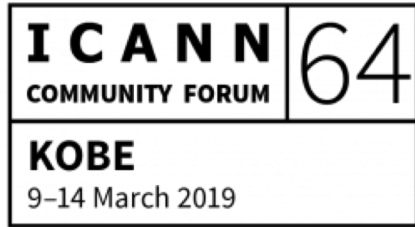
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- Sebastien Ducos (Neustar) – Short introduction into geoTLDs
- ICANN speaker on the next round of gTLDs incl. geographic TLDs
- Professor Keisuke Kamimura (Daito Bunka University, member of the .osaka Advisory Committee) – Geographic top-level domains in Japan and abroad
- Hiro Tsukahara (CEO GMO Registry) – Japanese geoTLD marketing (.tokyo)

### *Technical break 15min*

- Professor Kenji Imai (City of Kyoto) – About the .kyoto top-level domain
- Tadashi Yokoyama (President of Osaka Registry Co., Ltd.) – About the .osaka top-level domain
- General discussion



# geoTLD Introduction





Promoting local digital Identities for  
Cities, Regions, Languages and Cultures  
on the Internet

# geoTLD Registry Organisations

- Private companies
- Associations
- Foundations
- City governments
- National governments



**Ajuntament  
de Barcelona**

**MAIRIE DE PARIS**



**Kanton Zürich**



**LONDON  
& PARTNERS**



**BAKOM  
OFCOM  
UFCOM**

**Grand Est**  
ALSACE CHAMPAGNE-ARDENNE LORRAINE

**Helsinki**

**NYC**

# City - Region - Language - Culture



# Global Diversity in the Name Space

