**ICANN**
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Sebastien Ducos: Okay so this is the second part of our gTLD meeting. Thank you for joining us for all the new faces that weren't there for first part. Again, last time I call it, please come to the big table. It'll be a bit easier. No. Okay? Still not.

So this second part is the part where we here - where I shut up and we hear from our members doing all their presentation. I - Josu, I believe you're the first one. Yes, you are. So it's all yours.

Josu Walino: Okay. Thank you. Josu Walino from .EUS. Okay. I'm not going to have a big presentation, just share some information about our price evolution with you because in the agenda there was sharing information about a price decrease and so on.

You have on this you can see the price evolution that we have that we started in 2014 at launch at €90. Our goal is to have it this year at €19. It's a big difference. It's funny but it's our sale decrease. Started off at €90. After that DA, we went to €50 and then our next into 2017 we decided to decrease the price after 7000 domain names.

We have been always very expensive for the public. People always say that .ES is very expensive. The competition is obviously .com and .EU in our case of the world. So we decreased our price €10 from €50 to €40 but our goal was to decrease if possible to €30. It wasn't possible for us economically I

mean because of our budget but we created three tiers so we could offer with the help of the registrars a better price to the registrants.

It was - if the registrant was willing to sell the domain name under €40 we could give them this at €35, under €35 or €30 and then was our final tier very, very strict. If they were selling it under €30, we gave the domain name at €29. It's now active. That's our actual price. We have been working with this price last two years so it made possible to sell the domain name under €30.

Now we learned some lessons from that. Next slide, please. So it was positive, very, very - we had a very good exception waiver stance so we came from more than €90 the domain name to €29 or €30 on our prices. Business increased, not really much. It wasn't hour - this is a factor where we have an impressive increase but we increased size. But learned some negative points as well.

The first one was with registrants. Registrants don't like this system I believe. They hate it. Yes, it's complicated for them. We are saying which has to be the final price for them if they want to have a better price from us so they don't like it. Some of them, and very important some of them, they say to not apply native the first price. Okay, we decreased, we cut the price €10 but they save the - they want to cut this still native to the registrants. They were selling the domain name at €80 some of them.

They maintained the price so it was important for us. We said that that's not fair for native registrars and registrants, in our case. And having different price in creation and renewal was not very useful for registrants. They don't see it as comfortable. So next slide, please. Applying this, our next price decrease will be this year. In fact we're not going to change the price. We will maintain the final price, or the original price of €40, €40 for creation and renewal, but we are going to have only one special price. No more tiers, only one.

If the registrants are ready to sell the domain name and they are up to €25, we're giving that €19. Our intention is to have our price normalized, close to .com, not very close but close, (unintelligible) that it's quite close for the reason, and the same price at creation and the new ones. But that's the point.

So that's our plan for this year and our main plan for this price is going to stay for the next year in .ES. I just have a last slide just to share our marketing activities because it's - the main marketing activity we're going through with this I want to share it with you because it's different. It's different from anything we have been doing up to now.

We're making a special installation in the metro station at below with using augmented reality so we can kind of make activities with the people passing there when they stay in the (Greenpoint). They are going to share things in the scheme and we expect to have some maybe coverage through that. That's all. Thank you.

Ronald Schwaerzler: Ronald Schwaerzler for the record. Josu, so you are giving the registrars let's say a recommendation for the price to sell direct to registrants, then they will get it cheaper. And by that you are making sure that the registrants somehow, yes, because they get better conditions at the price for .EU comes closer to the 25 and is not something about 50 or 70 or whatever, first. You're doing it that way?

Josu Walino: Yes.

Ronald Schwaerzler: Next you are thinking or you are proving that the price decrease increases the number of registrations. Are you counting (unintelligible) on that? Do you think that is that way or could it be that just because .EU is very good in marketing is very much visible in your region that it would have increased anyhow despite lowering the price? Because we made a different experience.

We did a price hike and we did not see any change in neither renewing the domain or having less new creates. So we got additional income by increasing the price. It did not go exponential but it was like a straight line, which was fine for us on the terms of income. So really interesting whether we would have the domain names going up if we had lowered instead of giving it a hike.

Josu Walino: That's a good question but I'm sorry, I have no real answer for that. Our previous opinion was that when we decreased the price we had a huge marketing activity and the sales increased but I don't know if it was because of the new price or because of marketing. Sometimes we have some months where we sell a lot without any marketing activity, so we said, okay, anything we do it's variable for sales. Marketing price decrease. Sometimes we think, I don't know, it's up to the market.

I think that having a better price it helps obviously. In our case we have many, many complaints saying that this is very expensive. People still have in mind the first price we have so they are still thinking €90 and it's true also that there are many registrars that they are selling the domain name at €80, €100, things like that when we are giving it to them the most expensive at €40.

So that's a problem for us. We want the registrar to work with us having a better price, having it closer to the market. The (unintelligible) case in (unintelligible) they don't know for really the domain names that in our case all the marketing activities for .ES are made up by us. The registrars don't do any marketing in our market for .ES so we say, okay, we are doing the market for you, we're doing the marketing for you. You selling things to our commercial world thanks to all the money we invest in marketing so (unintelligible) anyway. So that's the point we want to improve, yes.

Dirk Krischenowski: Dirk Krischenowski from .Berlin. So you said that you were not sure if it - the effect of the higher sales were about marketing or price decrease. There's a third possibility, just a natural development of the penetration of the domain

name of the prices. So we - finally, I think we didn't present it what we did for instance in Hamburg we had a 20% price decrease two years ago and that finally ended up 4% less sales.

So that was a plus in sales all over of 16%. That was fine for us, but we are thinking we are reaching with €30 to the registrar. So like your €29 at the moment, we are reaching at the highest price income ratio we could generate. Maybe a few euros more but going to €40 would be - not work in that, and that would be our experience.

Josu Walino: Yes. I read that natural market it's also part of the price increase in our case. We have more and more visibility. I think that most of the domains we are having the same situation and that's helping I think. But for example, last month with (Twid), with (Nominalis) we want registrars which have the domain name 50 days - 15 days, sorry at €1. It didn't work. It didn't work. Now we sell 60 domain names at €1 so - and we had maybe broke coverage. We have everything but sometimes you don't know what works. Yes.

Sebastien Ducos: Sebastien Ducos. I just had a quick one and then I'll pass on to you, Kathleen. On Wednesday we have a meeting that is not the gTLDs but the .city for those that weren't there earlier. There will be a professor from a university in Tokyo who's done a large study of gTLDs and who's - I haven't seen the presentation yet but apparently his conclusion is that pricing actually has nothing to do with it, or very little to do with it and that other factors, such as marketing and market penetration and all these things have to do with it. It'll be interesting to hear that presentation. So, yes. (Kathleen), do you want to…

(Kathleen Wilma): (Kathleen Wilma). Might it also be that it's a question of perception from the local people whether .EUS is as expensive or not? So I would be interested to learn what the price for instance for .com or .EUS is in comparison to your TLD.

Josu Walino:      It depends on the registrar but usually out of the registrars their .com and .ES it's - they give it for free. If you buy a hosting or some kind of service, you have the TLD for free if it's .com, .ES, .EU. Otherwise the usual price is around €10. Yes. In between I said between €5 and €15, yes? That's the usual price. That's why we say that having it in our .ES close to €19, around €20 it's something that we think that it's okay. It's quite priced normally for Asia. Yes. If someone says you are still expensive, we can say, no. That's your perception. It's not real. Yes.

Dirk Krischenowski:    Dirk Krischenowski for the record. The good thing with your TLD is that you're still growing. So most of the city and region TLDs have reached a certain threshold and are not growing anymore and I see your TLD is still growing. That is a very good sign.

Josu Walino:      Yes, that's true. Yes, we are growing. Every year we grow a bit more than the year before so that's - and our expectation is to grow still the next year, yes, quite good, yes. Thank you.

Sebastien Ducos: Any further questions? There's a mic in the room if anybody wants. Thank you very much Josu. Now I'm thinking we have the next presentation because I can't remember exactly who it is. (Unintelligible) So please.

(Reese Grismald):Okay. Good afternoon. I'm (Reese Grismald), Director in charge in .Madrid. Just a few words to say that we are happy that we are finally in our launch period. As maybe you will know that .Madrid is supported by the public administration of the people of Madrid. That may sometimes decisions very difficult.

I can remember a few governments in Madrid during this period giving more than nearly four or five presidents and, well, finally after sometime we can say we have a domain, a launch period where it is most original or different I think here in .Madrid that we have a specific AOP for administration, a special period for the administration, the names of the public administration in

Madrid, not only the administration of the (unintelligible) but the lawful administration and also the ministration of the state, all these administrations that has to do with Madrid.

Anyway I'm - what I want to say is that after a few months that we are still well preparing. I can say that maybe in October we will be in the open market. Yes.

Sebastien Ducos: And what (Reese) was referring to, which is the AOP is what we wanted to explain to you because this is going to be the first of its kind and probably the only because if you remember back in 2013 and '14, we had this in the trademark clearinghouse rights protection mechanisms, along with the QLP. And the QLP almost all of us went through some QLP pioneer period because well saw the value in that.

There was no issue with ICANN at that moment but the AOP we didn't have the same luck because you needed ICANN first to lay out the rules for this and then approve your specific application in order to allow any specific bunch of names to be approved before the sunrise period. And that's something that we all left aside because of the time constraints that it meant and because it would probably mean at that that moment that launch of the TLDs was going to be delayed and we didn't want to wait any longer.

But given .Madrid's specificity, the fact that it's public administration and that it wants to respect the rights of the public administrations in the launch of the domain name they've been pushing, and we've been helping them, push hard for this. And five years later we finally got the authorization from ICANN.

This is not to blame ICANN because this does not mean that ICANN has lasted – has taken five years to approve this. No, ICANN took its time when we first presented this in 2014 and we went through the comment period and through extensive reviews and we finally got to a result that was satisfactory to both parts taking into account all interest. But then it was internal

circumstances that prevented the launch of the .Madrid TLD but now that we are finally going ahead ICANN has proved very (comparative) with us in order to make in this authorized in time for us to make it work.

So basically the ALP is going to be a period prior to the sunrise in which only the public administrations that have some kind of competence over the region are going to be allowed to apply for their names, acronyms, services they provide, you know, how it goes as we went through this in the QLP and what kind of names were going to be allowed in.

This has a cap of 3000 domain names. We don't think we are going to have these 3000 domain names in the ALP but it would be great to have them. This is a number that has been set in order to have some kind of cap because we couldn't just have it open for any amount; we had to put some limit. And we think that this is a limit that is high enough.

Names are not going to be activated until the sunrise begins, but this doesn't undermine the objective of the program because the program is not to have them live before any other domain name, which is part of it.

But the objective is to provide this administrations the higher ground and the higher right over trademark holders and this is something we finally managed to get and as geos, region connected some kind of territory or community we think that this interest should prevail over those of the trademarks as we've been saying and fighting in different battles. So in this case this is going to be – this is going to be the situation.

We are going to start some points in about March, beginning of April with this ALP, so maybe by the next gTLD meeting we can provide you an update or the status and the results. We have to deliver a report to ICANN at the end of the phase to assess if this has created any impact or issue with the operations of the registry and the protection of rights.

We don't anticipate this is going to be the case because this is going to be reviewed case by case and the only applicants allowed in are public administrations which are supposed to be responsible parties taking care of their own domain names, but we'll see how it goes and we'll see what can we say in the report.

Apart from that, nothing much, .Madrid is probably going to be one of the last if not the last gTLD to launch for the second round. That's exactly what I was going to say right now which is coming up 2020, right? And well we'll be around so happy to take any questions.

Dirk Krischenowski:  Dirk Krischenowski, .Berlin and .Hamburg. You are probably not the last, the .Zurich will be probably the last one. I think they don't have a start date yet and that looks promising. And especially at this market situation where we had an over flown market in 2014, '15 and '16 now the latest launches with .App and .Dev for development have been really promising in the numbers and the attention of the community and if you launch then you will have the full attention of everybody and that's really great. And I hope the numbers are then exploding, not exploding but development very good.

Sebastien Ducos: That's a good point. And I wasn't sure this was going to play in our favor because we are a bit last. But maybe you're right and especially the Spanish registrars that need to, you know, put attention into what such a big administration for such a big name in Spain is going to do. Maybe they are going to get on board from the very beginning.

We think that we may be able to assess this when we get to GA, because, you know, sometimes during that launch they are just holding because they don't want to do complicated stuff. We'll see. We'll see. We'll be giving you updates.

Dirk Krischenowski:  Do you have an idea of the price the registrar in the open registration phase yet?

Man:    No. No. No. You know how it is and you know how this perception plays an important role not only on the end user but also on how the registrar is going to market that to the end user. We think there's going to be a couple more present in the area that are going to be aggressive but this is just, you know, an impression.

Man:    (Unintelligible) just to probably wrap up, so (unintelligible) to try to sum it up, you finally managed to have police.madrid a priority over the sunglasses, yes? Close to anyone here without (unintelligible) some – would not say illegal but tricky measures to get it and so you have it officially the possibility to manage that, yes? Do you think, and I noted you are not ICANN but you have lots of experience with ICANN, that this could be your – your ALP could be of great advantage for geos for cities in the next round because we could then refer to you already did it so it should not take another 12, 15, 20 months but let's say three or five or six months to get this ALP, a similar ALP approved. This would be great.

Man:    We are happy. We are happy then, happy for you, yes.

Man:    And we certainly hope so because you know how hard it always is to get the first case with ICANN and we've worked with ICANN staff and some of them have worked really hard with us to get this done because they saw the advantage in doing this. But this was not an easy thing to move within the ICANN machinery.

        But once we go there, go through the ALP, deliver the report, go through the sunrise, see that the trademark protection lobbyists are not, you know, burning down in hell because nothing has happened, nobody has hijacked any name, then probably next time we describe this rose, this is going to be easier, this is going to be easier.

Man:               I also want to say that this point has been very important for us to explain our politicians the importance about having .Madrid because explaining they are going to have the opportunity to be – or to have this ALP administration names before the others it's something that people that don't understand about domains or even this world can understand easily and it's easily to then to understand and to explain other people.

In our case it's very important because as I told you before, decisions are very complicated in the administration, maybe more complicated in the Spanish administrations. As you know in Spain you have – we have in Madrid three administrations – three administration in the same place and with different competencies.

And I also want to say that we were supported by the local administration and the administration of the whole country. And it was important for us to explain how were administration and all the other administration that we had this very important opportunity. It's been important for us, yes.

Sebastien Ducos:  Sebastien Ducos. So you mentioned the fact that you had a limited number of domains, is this an ICANN requirement or is this self-imposed requirement?

Man:               This is something that we discussed with ICANN and I can't remember honestly whether this came from them or whether we raised it as a possibility to make things go smoother. But we are very happy with this number.

Sebastien Ducos:  Yes.

Man:               We think it's more than enough. Even if we get there, there is a possibility for a reassessment and a review on whether it's needed to raise that cap. And I think this is not going to be any critical issue at all.

Sebastien Ducos:  So because when we spoke about it last week preparing for the event and your presentation, it's been a few years for me, I was like, well we did that.

And we had an agreement with the governments of Victoria and New South Wales. The difference obviously was that it wasn't an ALP, so should there be a brand wanting the same name we have to give priority to the brand. But we did go through that. There was no collusion – collisions, there was no issue.

And I can't remember what the numbers were but it's to me, from memory, for Sydney it was a bit more than it was for Melbourne but we're talking about 2000 names, something, that's why I was wondering where you got that.

Man:            I think we would be very, very happy if we get 2000. I don't think we are going to get close to that.

Sebastien Ducos: Yes. Yes.

Man:            Just principle was what mattered here. And then if we get some numbers then it's going to be great.

Sebastien Ducos: The next question with these things, so 2000 names, they registered, not all of them, sorry, that they put into the database are names they wanted; not all of them got registered afterwards and I can't guarantee that all of them are still alive today. How do you do the rest of the operations afterwards? Are these names given? Are these names sold? Are these names sold through registrars? How does it work afterwards?

Man:            This is just a regular operation, so they have to apply for the names…

Sebastien Ducos: Yes.

Man:            There is a contention mechanism, there is an allocation mechanism. If there are different applications from different orders of entities from different levels of the administration and they need to get it through .Madrid accredited registrar, and pay the price that's established. So this is no segues to get a

preferential treatment in price. This is just a regular operation embedded into the launch of the registry.

Sebastien Ducos: Okay. Then to little housekeeping things.

Woman: Yes, we're just curious about the price that you're going to do for these names. You were saying will they be given away? Seems it's a complex procedure, it requires some work. I guess there's a price for those names.

Man: It's the same price for any name during the launch period, it is €100.

Sebastien Ducos: Yes.

Woman: Sorry, was it agreed with the public authorities that the price is going to be high for their domain names?

Man: No. No, no.

Sebastien Ducos: So you mentioned that - Sebastien Ducos again – you mentioned that you would start in May?

Man: No, the plan is to start at the end of March.

Sebastien Ducos: Of March, okay. We're having a meeting in Galicia in September, please come and present there. It would be fantastic.

Man: Of course. We will be there, we will be happy to talk, to tell you.

Sebastien Ducos: Okay. And then my treasurer, Ronald, has two seconds also to invite you to become a member. There's a form on the website. Yes, sign in and you'll be 50% of our target for this year. Very good. Any more questions on this topic? It feels a bit like the big brothers have been insisting we're the parents that

needed to go out on Saturday nights or whatever and then the younger child that doesn't even have to work then, fantastic.

No, but it's good. It's, I mean, (unintelligible) you particularly you've done this for many more years than we have trying to open doors and close doors and so you're starting to get the hang of it. But in the end the doors do open and things do change, that's good. Thank you.

Are there any other registries, gTLDs registries which have news or wanted to highlight a special point in their marketing, something like this?

Dirk Krischenowski: Okay then we had two nice presentations so wonderful, thank you. And we would go over to the next point. Okay, could we have the next – okay, we had. Yes, we're coming to a point that is interesting to all of us within the next 12 months, so in all our contracts we have in Specification 8 the clause about the COI or letter of credit or another form of instrument you had.

And it says that you only need to maintain that continuous operations instrument for a period of six years from the effective date of signing the contract. In our group it's (Ronald) was .Vienna and .Berlin signing on the same day, 31st of October, 2013. That contract and that means the six years are over in this October so in a couple of months. And we have a significant amount of money that is in that account and we think we should release it because the operations are stable and we have not enough funds to finance anything.

So I have asked ICANN as the money is due exactly one day after the signing of the contract here, I wanted to have the money that day and not weeks or months or whatever later. I know some of us have amended their COI two years ago when it was possible because of we didn't have – or reached these numbers, we had in our calculations. And so that took a while, months, I would say until everything was clear and the bank had the letters

and giving that back to ICANN and then documents disappeared and whatever, everything happened at this.

And I'm trying to avoid this and so I started a discussion with ICANN through the customer relationship center, and could we have the next – yes, it was more or less a battle over some weeks with the customer relationship center because they didn't understand what I wanted to have or wanted to read. And finally after a lot of correspondence we came up with that ICANN is aware that there are many upcoming COI releases starting from let's say August, I think where Donuts had contracted first duties or even July.

((Crosstalk))

Dirk Krischenowski:    July, yes, (Shabaka) was the first in July I think. So starting from July there's COI releases are due to come. And ICANN said they are now working on a process and will communicate this process how the COIs could be released on a more regular manner, not maybe by very individual mails, maybe by a form or something like this.

The question is, if there's a pre-release process to establish. I wanted to have a process when I have it – want to have it – or it's due to 1st of November, I can write a letter to ICANN 30 days before, please release our COI and send a letter to our bank to release it. That would be a pre-release process so ICANN has enough time and you are prepared that it's released on time.

And otherwise ICANN said if they are not having that established until October they may – maybe you can then request it and the process will last three to four weeks until the money is released. But what ICANN said as many of our COI letters don't have the right number of years in it, some have five years, some have 10 years, whatsoever, so ICANN said look into your letter of credit that you have from your bank and try to amend it to exactly that day when it could be released, the money. That's the state I got from ICANN.

And I think we need to follow up this because there is a lot of money involved here. Yes, and I just want to let you know what's going on there and maybe get some input from you if you have communicated with ICANN on this topic or anything else.

Sebastien Ducos: We had some communications with ICANN but that was assuming that this was going to be pretty straightforward and it seems that it's not going to be the case because what we were asking is so, you can confirm that on this date the COI is not due, right? And they said, "Yes." So but no, no you do well in raising this because we don't want to get stuck again into this long, long months process to get this resolved, but when it should haven't the case. So we'll see.

Man: Maybe just a comment, I started my career in a bank so happen to know about guarantee and it depends of what form the instrument is taken. If it was taken – it was advice to ICANN's bank essentially bank to bank an update is sent and that is, you know, enough for the (unintelligible) it doesn't have to go the other way around that ICANN must release the document. If however there was a physical document, you know, that basically ICANN was informed that this guarantee was in your favor then ICANN would actually have to say yes, we agree that we no longer require this guarantee. It is much more complicated.

So when the typical case, we – all our cases have been bank to bank advice by (swift) so we just say at some point, you know, we cancel it. That will be in there but for other cases it was actually a document that was physical and ICANN must release it.

Dirk Krischenowski:    Dirk Krischenowski again. So actually there is not a process with ICANN but in the last couple of years, the last two years, a lot of TLDs have been deleted from brands and others and from contention sets and so on. And those who had a bank account with the Bank of America, ICANN was just sending an email to the Bank of America, release the money or something

like this, so that was an easy process. But most of us have a European bank and that's not that easy to communicate for with.

Sebastien Ducos: Sorry, I realize that every (LOC) was different. I worked in particularly with clients in the Middle East and it was a completely different story, again, and it's something that we're looking into. But maybe we had a slide earlier about the fact that 80% of our membership is European and has probably very similar – would one of you actually put this on a paper to share with everybody else, bullet points on what needs to be done and your experience? Because I think it'll be valuable for everybody indeed in the next few years.

I know you're mentioning – a number of us have letter of credits that have dates or that have at least a number of years and the thing will disappear after a while but there's a large number of TLDs that also have evergreens, things that keep on renewing itself year on year, simply because we didn't know exactly how long we would have to keep them. And I know that we – we advised some clients to go for the evergreen just to make it simple. It was smaller sums because it wasn't large TLDs. But yes, if it proves to be complicated to get out of it, let's start early. Thank you for bringing that.

Dirk Krischenowski: Yes. I will have a meeting with ICANN staff here at the ICANN meeting regarding this topic and let you know what's – if there are any news or updates on this.

Sebastien Ducos: Thank you. Any other question on this topic? Thank you. Maybe we should move to the next. Did you want to read through this?

((Crosstalk))

Sebastien Ducos: Okay, so we don't have anybody from the city of Amsterdam this afternoon to speak about it. They approached us, what was it two months ago, and because I had been harping on for a while about needing the community to

help and the membership to help. They said we have a little budget to do a study and we'd like to do it for you.

They didn't have money to give us and they made that very clear but said, you know, we're going to spend that money on the gTLDs. We have a few ideas of what we want to look at but if you have ideas. And we had, for four years on the shelf a project or a study that they had been thinking about for cities specifically.

Sort of evaluate the results and the impact of a gTLD on the city and on city administration, different criteria. And so they said yes, that sounds excellent, let's do that. So they are – they've presented to us – and we should be able to put it on the slide I guess and share it – they've presented to us a project plan of what they want to study.

It's basically a list of criteria some that Dirk had in his original paper, they added a few. We had a bit of a back and forth on this. They're going to start the study in April, May, I can't remember, fairly quickly. They will have preliminary findings for the Galicia meeting so they'll be there also presenting their stuff and are intending to wrap this up for (Moiled), yes.

They will contact you, they will ask information from you. It's all about your data, about what you're doing and etcetera. I haven't seen the questionnaire, they haven't organized it yet but they will do all that. (Eckles) is not here to – for us to thank him officially but he's not in Tokyo, he's not in Kobe at all. But we thanked him on your behalf. And if anybody has got such good initiative please call us, very good, very good idea.

But, I mean, this is again the city had a budget for a study, it fell on their lap and they shared with everybody which I think is very kind and very good. This is another one where again we're personally very interested in having these good stories to tell because these are good stories we're going to be able to

bring to other cities and particularly cities that don't yet a gTLD. And Amsterdam was completely open about it and very realistic.

They don't need another TLD but they need to have a lot of other TLDs around Europe and in the world, gTLDs, because all of them are helping their brand and their raison d'être and what they're pushing. So again, just be on the lookout for those emails. We'll inform you more, we'll put on the website I guess the project plan in the recap of Kobe so you can have a look. And that's that.

There wasn't many questions. Do we have more on it? No. And now to talk about the KPIs, do you want to do that?

Dirk Krischenowski:     Yes. Dirk Krischenowski, .Berlin. Can I have the next slide please? Yes, we had in the past quite some discussions about key performance indicators where we can compare our individual performance of our TLD together with other similar TLDs in the country, in the region, city or federal state TLD. So it wasn't going really forward in this area.

But you probably know that Center is doing quite good statistic on all new gTLDs and ccTLDs of course, and Patrick Myles, which has been here in I think in our group as well, participating, he runs all these – he's located in Melbourne, so and he runs all these statistics, with a pretty updated software, Tableau software which is quite a very good software tool for doing this.

And we thought you can see a lot of data on nTLDStats TLD Watch or NameStat or something like this, but there's never a comparison of these data and data like annual growth rate or renewal rate or something like this isn't there at all. So we think that it could be good to have these data on regular basis just for us; it's not public data, the comparison of geo top level domain names but it's just for us as an internal tool for the gTLD Group.

The data – many data are available but assembling the data and comparing the data of cities and regions is a different thing and yes so the offer is from Patrick to have these data not only with published for us in a, yes, closed room and he's likely to develop also other data like domain names per capita where you need external data which you need to assemble at the end of the day and he will do this for a monthly fee for $400.

That's yes, that's something to do on that platform, so to do it as a special platform for the gTLDs he has to pay also the license fee for the Tableau software, so that's also something to consider. And I think that would be a reasonable thing to try for at least a year to run this platform and to see how we can develop it for our purpose like the ccTLDs do it in Center for their purpose. So that's the offer Patrick makes us.

We had also other providers like nTLDStats and Registry Office but they were too expensive in comparison to this. There's no setup fee, just a basic fee of $400 a month. And I will get your opinion if we should do this and try this for a year or not.

Sebastien Ducos: You've always – you've all been looking at Patrick's stats without knowing it if you've read Center reports basically. He's the one behind that. It's also – the price is obviously everything he's got developed and the licenses they use but it's also he's got the history of data so you have the capacity to go back in time and be able to study, it's not just the day to day from now, it's actually quite rich.

I haven't seen the last iteration of what he was doing because the last time I spoke to him he wasn't using Tableau, he was using a – his own whatever technical systems to do this. Because of the Tableau licensing it can't be something that we have open for everybody on the site because it would be too expensive, but I think that indeed the – this offer is something (unintelligible).

I am also talking to him in my capacity of Neustar and, yes we'll talk about that price because it was a different one but I think that he's making an effort for us, that's a different story. That's good.

Man: One question, and maybe this is not about Patrick's offer itself, but .Cat is – and this is just an example is doing some development on business intelligence just to get, you know, a closer picture at this kind of study takes in combination also with other factors that we put into this equation, pricing, promotions with registrars…

Dirk Krischenowski: GDP also…

Man: Yes, so it's not that I have anything against this proposal, it's just that maybe if we get you know, the full development of the product we are now doing and then I can also show it to you just so we compare, not because we want to sell anything to the group, it's just because, you know, at some point I don't know if this makes sense or not, so I don't want this to sound confrontational but I'm just saying I'm not sure this is something that, you know, everybody is interested in, maybe it is and it's just us, I don't know, I'm just, you know, not even raising an objection, I'm just…

Sebastien Ducos: Yes, no, no absolutely. And this is why we're talking about it and we're not signing checks like that behind your back. Actually (AfNIC) also a product and which was presented a year and a half ago. The reality is that we've been – you guys have got something too, we've been talking about this for the past two and a half years, three years, Dirk has been talking about it even before the group existed.

We need to move forward. So when we looked at the (AfNIC) thing, nobody was – there wasn't any feedback. We did talk about working with (unintelligible) on something but it never went anywhere. I'm happy to look at something else. Here we've got something that we can have tomorrow and

that I don't have to sign for the next 10 years, I'm not buying – it's a monthly license so that's an easy in and out.

I'm more than happy to look at your stuff and do it. What I want is to have a tool for us to be able to look at the data at some point. If yours is ready in six months, let's look at it now, let's maybe give a bit of input and change in six months if it makes more sense. I just want to get moving, that's all.

Man: Just to be sure, I'm saying this not because I want to put mine, you know, in the table for discussion. It is because I don't know if this is something that is relevant to the group, putting money as a group into this. And maybe it does make sense. But I didn't have the impression that this has been - maybe it's my but, but that this has been under discussion to see if we sign up for these two last years. I didn't have this impression.

Man: We talked about KPIs for the last two years and we came back, but not about this product in particular. This is a new thing that came out of a meeting that (Derek) had with Patrick and them.

Man: It's just fine. You're right about the KPIs, yes.

Josu Walina: This is Josu Walina for the record. We have been talking all this, as you said, and it seems a long time now. We are working something very similar for ourselves using (unintelligible) because it's cheaper than (unintelligible). It fits. So there's a big difference.

However, I think this is a very valuable tool if the data in - it works out it's valuable for our office in our case and I think that that's something for everything, for everybody, having into account that we were TLDs. We are community based but anyway, we are in the (best county) so it's a basic (unintelligible).

For us, it will be very interesting if this KPI could be compared with other TLDs working in a (unintelligible). I mean I want to compare the data of .tails with .com but not with the global .com. I want to compare with .com selling in the (back county). So yes, so that's the value point for us because I'm competing with .com. I'm not competing with .Berlin. Yes. So for us, it's important to see how our market is changing in our region, in our (unintelligible) region not globally. That's the importance of the KPI for us because if I'm going only to check .ils, I have it. Yes. I want to compare with (unintelligible).

Dirk Krischenowski: That exists, the Dutch provider, a (cemented) open provider, I think it's call. I can't remember. They have that sort of data. That requires, particularly in this day and age of GDPR where you hide the (unintelligible), that requires actually a visit of every domain name to see where the site is hosted and et cetera and extrapolate that sort of data. And that's not $400 a month. It's vastly more expensive.

Man: Following up on that, it maybe worth for the group to pay six times this price, or whatever to have that. Whereas for me to pay anything at all to know my renewal rate, or my domain (store) inhabitants doesn't make any sense. I know that already. And I guess that everybody knows that. So why pay for this? And again, this is not pointing out or targeting Patrick or Patrick's system. It's just that the kind of data that I'm seeing here isn't worth paying for. Because I know about this already.

Dirk Krischenowski: Can we then, and we've said it a few times, we've said it many times, can we then commit to saying this is something that we want to do? And the (KPIs) are definitely something, and we've had it on our plan, and at no time did I hear anybody saying this is futile, we're not interested. I think that members are interested. Can we commit to sit around the table and could the effort in having something that we want, and describe it, et cetera.

(Unintelligible) has spent a huge amount of time doing it.  We've all done in our own corner a bit of stats.  I had to stop a few months back because got a child at home and I no longer have the time to do that in my evenings.  But we've all done something but it's time now to sort of put it all together and do it together.

Now, again, I'll insist, if nothing comes out of it, let's at least get something that we can have and start looking at, even if it's not perfect.  But if it's another - if this off topic by just a few centimeters because we're not looking at the right data or something, we can also talk to Patrick about it.  I don't know what else he has.  I know that he's not keen on giving us the data raw.  I know that.  We've had that discussion before.

He works with data that he's been collating for years.  He also works with, what's his name, who has been doing it for 15 years, something like that, with the ccTLDs.  So they have a huge amount of data behind it.  That's why they're being a bit protective about it.

But let's do something and not go back home and forget about it again.  Because we do need something.  Do you want to just, yes, grab the mic.

Gavin McCutcheon:    There's been quite a bit of -- sorry, Gavin, .scot registry.  There was a bit of discussion earlier on courtesy of (unintelligible) correlation between sales price and number of the domains you sell and there seems to be a bit of varied experience with that.  There's been discussion about gTLDs plateauing mostly at a certain number.  That was news to me as a new gTLD runner.  These kind of KPI stats are gold dust to a startup company like ourselves really.  We have no real experience of running TLDs, what the effect of seasonality might be, what the effects of price versus the median wage in a particular country might be, or anything else.

So we've been shopping around to try and get these kind of statistics and there have been prices ranging from about GBP 1,000 a month up to about

GBP 3,000 a month for access to data, which may or may not be relevant to us.  If the geo group was making this kind of KPI information available to its members, I can guarantee you'd get more than a couple of extra members because this is gold dust.  We could all kinds of marketing inferences from meaningful data comparing ourselves to other like organizations elsewhere.

Yes, to me this is an absolute no-brainer and certainly would be a very compelling reason to join just for that alone.

Dirk Krischenowski:    Grab the form please.  Katrin?

Katrin Olmer:       One point I would like to raise is (unintelligible) mentioned that those data would only be shared among the members and not open to the general public, right.  But still I think it would be interesting to share maybe some excerpts publicly on at least the gTLD group page doing whatever pie chart or whatever to share with the public.  I mean I understand that whatever provider we're going to use, they have a vested interest in not sharing the data with us and asking us not to share all the data with third parties.

But in terms of marketing it would be really nice to have at least some (unintelligible) to share.

Dirk Krischenowski:    I've had a conversation with Patrick.  He has no problem with it.  The problem is to do with the interface.  So to have a screenshot like we have here and put that on the site, absolutely no problem and he has no issue with it.  Having the whole thing that moves, it requires a Tableau license and that's where we can't put it on the purpose slide.

Thank you.  Can we commit to - ten minutes.  Okay.  Thank you.  Can we commit to maybe the four, five of us this week and look at it again and do that?  Okay.  Thank you.  Next topic.  So this was about the new (CNDS) changes that occurred two months ago I want to say.  And you would have all seen that.  I've been following that from the other side and I've been a

requester of your data for a long time.  Some of you, by the way, are still not answering me but that's different - I have a list.

So you've seen the changes.  One of the first things that was striking to when we talked about it, the three of us, was how suddenly it had become super, super easy to allow everything, all the view (unintelligible).  But the actual work that we used to do, which was filtering and verifying case by case and et cetera was suddenly -- we had the conversation also there -- but was suddenly becoming a lot more difficult.

I understand the motivations behind it and I'm sure that there was a number of TLDs that were more than happy to push for that.  But we just wanted to have a few feedback from you guys if you had issues about it.  It's been now two months that it's been in place.  I don't personally handle that work.  I've spoken to the person that does and in the beginning, she was a bit grumpy about it.  But I think that now, she's sort of taken it in stride.  Any comments on this?

Man:    Our experience is, given that we have to go through this, let's make it as painless as possible because you know how it goes.  Anytime you deny, you get a complaint, which has been reduced somehow.  But before that, you were expecting any kind of complaint.  If you were taking more than 15 days, you could expect a complaints case to be handled to be explained to the one receiving it to go again and approve that unless it is blatantly obvious that you can deny.  But just going through all this hassle is just meaningless because at the end of the day, you have to approve everything that is formally correct, right.  So if ICANN doesn't bother, we cannot take that burden.

So you just need to go through less number of portals now to go through the same process.  That's the only feedback I can get because these have always been a pain in the ass for everyone.

Man: It made the working on our request much more complicated. In former, you saw, okay, there are three similar requests for our three TLDs. You could click them and then you could release it as one. Now, you have per TLD you see the same request and you have to enter it to go into this request anytime. There's no group acceptance or whatever. What ICANN did establish is how to acknowledge.

So you don't even see the request anymore. I discussed with our legal and say, okay, what is CCDS downloading? It doesn't - in the times of the new WHOIS, the redacted WHOIS, it's not containing or giving personal data anymore. ICANN forces us to release so our argument at least for the legislation in Austria is we were allowed by our legal experts to enable the auto-acknowledge button. Does that do it? It's not worth term insurance because anyhow, you'll get the compliance and the compliance cases, it's okay with us. The risk is limited because of the new WHOIS redaction do the auto release and since that time, we do not take care of the CCDSes but establish the auto acknowledge. And we had no feedback at all.

Sebastien Ducos: Well, okay. And you sit there and accept. That's fine. Again, I spent two or three days trying to repair all of my little scripts that were plugged into the other one for the new one because they changed everything. But it was fine. It was easy enough. Good. Next, I think that we're pretty much done. Did anybody have any other business that they wanted to raise in the next three minutes that we have? Five minutes. We have a whole five minutes.

((Crosstalk))

Sebastien Ducos: Thank you for reminding me. We ran a little survey amongst the membership in January. The idea of time has completely left my head. Anyway, since the new year, we ran a survey. Thank you everybody for answering. What the survey was trying to figure out who is coming to which meeting and in particular, knowing that we're organizing something in September in Yelesia, who could come. There was two different dates that were given.

The latter of the two dates won. I can't remember whether it was 12th, 13th. So that's what we communicated back to Dahlia, who is organizing that from there on. For all of those of you that are in Europe and within access, please do come. To be blatantly honest, I'm not quite sure that I will be able to but please do go. Yelesia in September is going to be fantastic. And we already have two presentations prepared for it, one from Madrid, and one from Amsterdam. So it's going to be great.

In the future, because we never actually know who's coming and who is not coming to our meetings, which for example help us size this room slightly better than we did this time, please - we're going to run these surveys maybe a bit more often but please make sure that you answer and know so that we get a good idea of who is coming and who is not. That would be super helpful.

Okay. Next meeting this week, Wednesday morning, 9:00. If you're presenting, please be there at 8:30.

Sebastien Ducos: Sue, could you please drop two slides more than we have the agenda.

Sebastien Ducos: Exactly. So starting at 9:00 not 8:30 but the rest is good. From 9:00 through 12:00 in Ruby Room, which is somewhere downstairs, we will have a .city conference. It's not the gTLDs but it is about gTLDs. It's following an initiative that was organized by .cat and blatantly copying what they did in Barcelona at the last ICANN. Thank you for the initiative and the good idea.

We will keep on doing this. There are fantastic speakers. We organized translation so that we could have speakers in Japanese and in English and et cetera. Please be there. Show your support by being there. It's also important. This is an initiative that we wanted to push to open the communication beyond the community. So come and let's demonstrate that we're worth it.

Thank you very much and this is a close.


END