

Moderator: OK so hello, good morning. My name is Juhani Juselius and I work for the ccNSO that is cc for Finland. And thank you for coming to this marketing session and we are going to cover two topics under this marketing session today.

So we're going to have presentations about awareness campaigns and marketing campaigns.

And I'm really pleased to have a chance to chair this session today because as long as I can remember, this is the first, maybe first ever, marketing related session at this ccNSO meeting. I might be wrong because my memory is good but it's not that long always.

But anyway, but what is sure is that we are going to have six presentations today and it's interesting that we are having two topics. I mean, we are having those presentations both about awareness campaigns and marketing campaigns.

So what is the difference between those two campaigns? Well, I don't know or maybe it's just because of the history. I mean, we used to be not for the profit techies in the early days. And maybe it's just a too big step for us to be taking to admit that oh yes, we are doing marketing nowadays.

Well I don't know, let's see, let's find out.

Nancy, you can start.

Nancy: So thank you. My name is Nancy, good morning. I'm going to – well, I'm from NIC Mexico – and today I'm going to share our experience on the marketing efforts we have been doing to promote our ccTLD.

So in order to help you to understand what is the Mexico domain names market industry, I would like to share some data here, in order to let you know the background of our ccTLD so maybe you can potentialize the information that I'm going to give you through this presentation.

So in 2005, that MX domain market share was about 43% and 57% for gTLDs. Through 2009, we have, if we pick NIC Mexico, we can say that we have 50% for dot MX and 50% for gTLDs. Maybe for many of you, these numbers are not exceptional and as spectacular as they are for us.

So I want to share with you another key point that makes relevant for us these numbers.

These key points are related with the next thing. We have to consider that, because of the near location with the USA, Mexico's community has a big influence on the behavior.

So also we had a gTLDs as strong competition and there is an important one which is related with the important price differentiation between dot MX and gTLDs.

Dot MX could cost \$35, which means that sometimes it could be seven times more than a gTLD. So now that we have understand that we can now realize why are these numbers relevant for us because dot MX not only increased its market share in the past years, but it also has maintained that proportion, that 50/50 proportion in the worst case, right?

So how do we do this? We think it's very strongly related with the creation of the marketing area in 2003 and the commercial direction in 2005.

In fact, we have an accumulated growth since January 2004 which were the date in which we started making price promotions, in 2009 of 329%.

So let me tell you that marketing is not for us just an area, it has to be also with the strategic positions that we take. So when began with this area, we tried to understand all the needs of our customers.

We made market research and what we did, we'd take that input to understand which services in commercialized strategies we have to implement in order to improve our services in order to make dot MX competitive ccTLD.

So all these were, of course, focused on satisfying our customer needs. So we translated all of the information that we have through the market research and we hold this decision of competitiveness into two big areas which are service attributes and commercial strategies.

In the first column, we can see and we were very focused on implementing a standard process like EPP, standardized a (unintelligible 13:36) and offer a high availability service. And also we were considering to make the dot MX re-opening.

The strategic planning was made on 2005, I think I made a mistake here, it was in 2005.

So in the commercial strategies, in the column that is related with commercial strategies, we were very concerned about ground positioning customer satisfaction, segmentation and also we wanted to evolve to our registry/registrar model.

So marketing was involved in all of these topics so that's why I am showing this to you.

So what we began to do, we started from the inside to the outside and the first thing that we did was to improve the attributes of our service. So for example, in 2008 we implemented a provisioning protocol, EPP without extensions, and we also standardized the holdership scheme involving registrants.

With this change, we have to be more than 100 NIC Mexico's accredited registrars and despite these improvements were related with the IT area for the commercial direction and marketing area was very important to let them know the impact that these change will take in the satisfaction customer level.

Because we believe that everyone inside our organization must be committed with the consumer.

So on the other hand, we look at the second column of the strategic planning, we here you can see what commercial strategies we have been doing since 2003. 2003 the first thing was to gather all the information to understand our customer needs in order to satisfy them. Then we got an understanding of this information and in 2004 we released our first awareness campaign, our first price promotion and also we made our first approach segmentation.

Before that, after that year, in the past three years, we have been doing many efforts related with brand positioning, communication improvements with our customers, we have been running more than 10 price promotions, advertising campaigns, website improvements, market research, public relations – all of this with an approach of customer orientation.

And by 2009, we also released the .MX identity because we didn't have one. All of the effort that we were doing where before that .MX font and we were not really capitalizing all the efforts that we were doing.

So here you can find some examples of our brand positioning and price promotions advertising.

What I can say here is that all these are different and the difference depends on the objectives of each campaign. So in terms of what are the objectives, do we want to increase the registration numbers? Do we want to do brand positioning? I don't know, it depends on the objectives of the campaign.

Also what we tried to do is to identify the communication with the customers in terms of their lifestyle. To send different messages also.

So also what we have been doing is to select different media mix depending, again on the objectives of the campaign, right?

So here is an example of the improvement on our registry services. On 2008, which was the date we implemented EPP, we also released our new website for the targeted segment that was for our registrars in order to offer them a specialty site, a website with more friendly user interface and to be more useable. And this unique business is very focused on attending to their demands.

So this what we do.

And as you can see, the logo of the registry .MX uses (unintelligible 18:50) with the logo of the NIC .MX so that is a way that we also capitalize all the marketing efforts.

So we have here three big rocks and if we made a checklist, we will find that almost all the decisions that were taken on the strategic planning have been done but by 2008 there was one left. And that was the .MX reopening.

We didn't release the .MX reopening before that day because we were very concerned on first developing all the .MX branding strategy, focusing on customer orientation and also to standardizing our registry service in order to establish the optimal conditions to potentialize the .MX reopening.

So finally, in 2008, we decided to launch, to reopen .MX. And the objective, the main objective was to impulse the .MX domains and also to offer to our customers another option because they were asking for it because they think that there were more attractive – the .MX directly versus the current options that they had.

So we also released our website in which all the reopening information was available for our customers.

And before doing an analysis, this is the reopening process we went through. We also, in addition for the original conditions that were related with brand positioning and customer satisfaction and standardizing services, we also established “Must To Have.” Where we wanted to have short time for the setup of the reopening without complexity and also we wanted to optimize all the resources that we have in terms of money, people, I don't know, work, and so on.

So in order to get to these most, this is the process that we run. We started the communication on January, January 2009, and the reopening process was during ten months or so. We are a few days to close the land rush phase.

So this model allowed us to achieve the considerations that we were concerning at the first.

So also, we implemented a special price scheme, also there was related also with having low cost process, short term set up/implementation process, to and also to have a model that would allow us to influence on the demand behavior.

So we implemented this special price scheme for the land rush.

In terms of brand positioning for us the reopening was really an important opportunity. So in order to capitalize on that, we tried to manage our budget in order to optimize it and the media mix was very broad.

We used massive media, online advertising, direct marketing, also we implemented another communications strategies that we were not using formally such as public relations efforts.

Here you can see an example of all of the communications that we were doing on the reopening process. It was very important for us to let our customers understand all these phases where we were going to pass.

For example, there were complicated topics like the special price scheme, so we tried to use a lot of direct marketing; also we sent them e-mail flyers, direct phone calls.

So what I can tell you here is that all these media mix, it depends on the objectives of every ccTLD.

So you must understand which is the objective of the effort that you want to do in order to select the best media mix.

And also to be consistent with our customer orientation approach, during the opening, this is advertising that we used on the last phase of the reopening. And what we tried here was to speak to them in their own language, reinforcing always the key benefits of our new services. And also to let our customers identify themselves with our communications.

So what we did here, we attacked different target audiences, as you can see here. And also I want to go back to the other slide and all these advertising was running through the reopening process.

There are different messages. We weren't using just one message, just one image. We decide that because what we wanted was to wake up our customers and because of the different phases of the reopening, we had different objectives of communication. So that's why we do this.

And finally, we think that the customer is the most important and valuable asset for NIC Mexico.

And here I can tell you some of the reopening results. Our original expectations, well here are the numbers, but I am going to talk about key findings.

Our expectations were that .COM.MX will decrease and what we found was that .COM.MX registrations were increasing despite the global economic context and despite the .MX reopening.

And also what we found is that further more the advertising efforts that we were doing, we found that more people were talking about .MX and also we saw that we caused viral effect regarding our campaigns because I think that many of our campaigns, our advertising, was a little bit aggressive for them. But that was our original intention. So I think that we did our job very well because we caused these viral effects and also we saw an online buzz.

And of course all of this is a bonus for .MX positioning.

And finally, I would like to share with you the results in general of our commercial strategies.

Here you can see this chart of the growth of the .MX domain registrations in different momentums.

So here are three momentums. The first one, we see about 2001, this curve was positive because we weren't eliminating the eliminations. So in 2004 we run our first price promotion campaign, and as you can see, because we were doing that in the following years, this curve was positive also.

Also you can see the impact that the .MX reopening had on 2009.

And furthermore – the registration numbers – we had an extra bonus which was translated in terms of brand positioning.

Today for our potential customers, .MX domains are the first option.

Also we have a progressive increase on the top of mind and share of mind.

We do market research every year to measure these indicators and also to understand our customer needs.

So finally, also we increased our website traffic among others, I mean, also we diversified our target audience. Today women are also registering .MX domains for example. Young people too.

And well I finally want to share with you what we have learned during all this process.

As I said, we have run more than 10 price promotions. And every one has been different from each other.

We have played with the variables in terms of price, media mix, brand position and messages, etc.

For us, this is an experiment so what we have learned is to create awareness of .MX domain names without a large budget, which is very important for us.

Also we identified the variables to increase .MX domain names demand.

And also we have learned to evaluate market's behavior through different stimulus, all oriented to increase the .MX domain registrations.

And also we have learned to understand the price elasticity on .MX domain names registrations.

And we are very concerned about having our return on investment. We believe that each dollar we spend, it must return to the organization.

And here you can see a chart without using Spanish, the pink one is the advertising investment and the blue one are the income. So you can see we haven't increased the advertising investment too far and our results have been doing with a positive trend.

So here are some things that I would like you to stand on.

Which are that customer orientation has implications on the organization's structure? And we must be prepared to face them if we want to get this customer orientation approach.

And the other one is that processes must be organized according to the organization's objectives but also with our customer's needs.

And finally, we have to create structures that are oriented to each market segment in order to potentialize them.

And that's all for me today. I don't know if any of you have questions? I hope this helpful for you.

Moderator: So thank you Nancy. Any questions? Not any? Well, thank you Nancy.

Nancy: You're welcome.

Moderator: And next presentation comes from Joel.

So we are having obviously some technical problems, we are having one Mac user here.

Unknown: How many guys like iPhones? He's from Finland, he's an OK guy.

Must be a Nokia projector, no?

Shall we change computers? I think not. Hold on, hold on.

OK, let me start. Good morning.

The knee jerk reaction for most cc's is to get a campaign that focuses on patriotism.

I'm sorry, buy Pilipino, support the Pilipino and all, PH is our home, something like that, that's what the kiwi's use.

We found early on that when people start their business or when they have a business, patriotism isn't important to them. Now what they want, what they perceive is that PH is local and COM is global and when they chose PH they are clipping their wings. They're limiting their horizons.

So when we did the survey ten years ago, it turned out that 92% of the people we surveyed said they would prefer to buy a COM over a PH and they would only buy PH if they could find the COM that they wanted.

So our work was cut out for us and we agonized on how to get people to not just think of us as an alternative to COM but to be their number one choice.

So I'm going to walk you through the thinking that led us to our current message because I think we have the right message and it might work for many of you.

The first – initially, many years ago, most of our registrations were trademark defensive registrations and we figure out – we asked this very good creative agency to come up with a campaign that went for this market.

And in Asia, as many of you know, we have a special respect for trademarks and so they made a campaign that touched on the kind of attitudes. We believe, Philipinos believe in trademarks, I mean, the kind of respect trademarks deserve.

So they came up with this campaign and what it does is that it shows you that this is Asia and if a guy like this is going to lift your trademark with impunity, then maybe you should register your name before somebody else does. It's very direct. It's quite brazen in fact, but it gets the message through and it did very well.

This campaign did very well. This is a Versace jeep. This is a Rolex taxi cab. This is a Gucci money changer. And Absolut jeans maker. And this is the one I like best, Universal Studio – it's a photographer.

So this did very well. It won an award in Cannes at the International Advertising Congress in 2001. And we go on.

And these are other ads, I'll skip right through.

And then when the trademark traffic dried up, we said, "Now we have real people buying domains, how do we get them?" Well, what they were doing is they were getting COM domains but they were getting very long COM domains. So they can't get Flowers.com so they get FlowersPhillipines.com.

Why not just Flowers.ph? It's shorter, it's easy to remember. So this was the campaign that we came up with and we put ads like these – and we have a blogging platform – this was catering to bloggers.

I don't know if you can read but the guy has a long name and he has a nickname on his other photo. We have some radio ads which I'll try to play, hold on.

There are more of them but I'll just skip right through.

We got another agency to make posters and this is what they came up with which again, same message – get a shorter name. A more memorable name.

And the last one actually leads into the final message we chose which was that we found people were actually mangling their domain name to force it to get COM. They get really bizarre domain names just to fit into COM.

So the campaign went like this – when you choose a COM name, you deface your brand, you really deface it. So we said, let's make it visual. Don't violate your name online, that's the motto that we chose – don't violate your name online.

And we actually talked to companies and said why don't you switch to PH? And this was really very difficult. But it gets the message through. This is the one I like the best.

But it was very hard to get this campaign through because we had to talk to real companies, have them switch and it was very painful to do. I mean, you have to talk to the top 100 companies and these guys are very busy and there's so much that you have to go through.

So we gave up on this campaign, as much as I liked it, we gave up on this campaign and we went for this.

It's more provocative. And there was a big discussion, you know, if this was going to ruin our image, make us look like sluts. And we felt that provocative is good, it gets people talking and it's good.

And it says so your chances of scoring that domain name you want are better at .PH.

So this is one of four girls. The guys may not notice but the one on the left has a ring – now girls are wired differently, guys don't notice these things.

And this one is for the guys. Your chances of scoring the domain name you want are better at .PH.

And we felt that it wasn't enough to just make an ad campaign, we had to give information talks on how to choose the right domain name.

And so we gave talks. And this is really important. The talks are really important.

And what we did was we – to show people how to choose the right domain name – we gave them examples of bad domain name strategies.

And when you do this, you have to hit the big guys. Because it's more fun to hit the big guys.

And there's no one bigger in the Philippines than this company because they advertise every week in all the magazines and their planes are emblazoned with their domain name. But this is a bad domain name strategy.

And the reason is no one remembers the name CEBU Pacific, the URL CEBU Pacific Air.com, they remember the brand CEBU Pacific. In fact, what they've had to do is to put the color of AIR.COM in blue, so you can notice that the domain name is different.

Now but that doesn't work. When you go here to Google trends, you notice that there are 3.2 more people searching for cebupacific than for cebupacificair.

When you type 'cebu pacific air', it's three separate words, and you compare searches for 'cebu pacific' as two separate words, the ratio is 7 to 1.

So clearly the correct domain name is 'cebupacific', not 'cebupacificair'.

And so when you go to Singapore, because of this unfortunate choice of domain names, you don't find their website. When you search for 'cebu pacific' you find a nightmare story about Cebu Pacific, when they had a problem with the airport during the coup I think last year if I'm not mistaken.

And when you go to Japan, you get even worse results. You get 'cebu pacific sucks,' 'cebu pacific fails,' 'cebu pacific' has very poor services.

So because of this wrong domain name strategy, they don't appear in searches, you know. And this would be solved if they had 'cebupacific.ph' or even 'cebupacific.jp' or .sg.

But you know, I won't tell them that, I'll just push PH. Or COM you know, because that works for them.

And when you go to cebupacific.ph, you get a domainer's website with a competitor's searching airlines ad. So they're losing, because of this wrong domain name strategy, they are losing search traffic, they are losing type in traffic.

And so when we talked to Cebu Pacific about this, their response was essentially, you know, who cares? We can just spend our way around it.

We'll put lots of ads and people will remember this –and this was like four years ago.

But the reality is – I discovered – and this is really interesting – is that people don't have space in brains for your brand and your URL. They only remember one thing. The more you spend on ads, the more they'll remember only one of those.

And this is the proof.

When you search for 'cebupacific' and 'cebupacificair,' worldwide where they don't advertise, the ratio is 3.2 to 1. Can you see it? Yeah, it's a bit hard to read. But it's 3.2 to 1.

But locally in the Philippines, the ratio is 4.6 to 1.

So what that means is that the more they spend on advertising, the more their brand goes up but the less people remember their URL.

So throwing money at this problem, does not fix a bad domain name strategy. They have to fix their domain name. Otherwise people will not remember their URL. That's the message.

If I compare 'cebu pacific' versus 'cebu pacific air' as separate words, the search ratio is 7 to 1 worldwide. Locally it's 8 to 1.

So that just proves that spending money makes the problem worse. Their job is to choose the right name.

Now the question is how much do they have to pay to get that name now and so I did the computation to see how much money are they losing because of this bad domain name strategy.

And there are two ways to do it. One is to compute the amount of advertising you would have to pay to generate the lost traffic that would have been going to their site if they had the right domain name.

The other way is to compute how much ticket sales they lose because of the lost online traffic into their site.

The first one – to do the first – I went to Google Trends and they tell me there are 13,000 visitors daily to the Cebu Pacific site. And so I assume 15% is type-in, which is pretty small, I think it's more like 40 but I wanted to be very conservative in my estimates so it's unassailable.

And we assume the local advertising rate is \$5/cpm or per thousand impressions.

4% click through rate, pretty standard.

And we know that for every search, for every person that searches for Cebu Pacific Air, 3.2 will either type Cebupacific.com or cebupacific.ph.

And with these numbers we say about 187,000 lost visitors per month.

And so this translates into 4.6 million impressions they would have to buy in order to generate this much traffic.

And mind you, someone who clicks on an ad, is not as useful as someone who is actually typing in Cebu Pacific. These guys who type in Cebu Pacific are customers who want to buy a ticket. Those who click on an ad are, you know, customers in the future, they're not real customers.

So with this very conservative estimate, I estimate they lose about \$280,000 a year in revenue because of the wrong domain name.

And when we try the other way of estimating lost ticket sales. We see...

I assume 4.3% conversion rate – meaning people go to the site – 4.3% will buy a ticket. This is data gathered from Amazon and other e-commerce sites.

And we assume a modest \$7 profit per ticket – very cheap, \$7 bucks, \$7 U.S.

And so given that there are 187,000 visitors lost per month, we compute about 8,000 lost passengers and that comes into about \$676,000 per year that they're losing in actual ticket sales.

So what does it mean? How much is a domain worth if they were to buy it?

So we use Taylor series – never mind – I won't walk you through the math.

And I estimate at a 5% interest rate, it's worth \$14 million dollars. That's what it's worth.

And this is good because one – when you give these talks – the CTO and the CEO gets involved and says, “Wow, I'm losing that much money.” And then the marketing guy says, “My God,” you know, he thought that the domain name strategy was set by the IT guy but now he figures out that hey, he should be involved because they're losing sales. And then the IT guy is scared as hell because, you know, he screwed up. So he's going to look to see what the process.

So that's what we need to do to influence the market. Get the IT guy, you know, worried about why is he scraping on domain name registrations when they're losing actual revenue and you get the marketing guy involved in a decision that he was out of. And the CEO gets very upset.

And this is very cathartic for me as a ccTLD because all of our lives, we're told why are you so expensive? Why are you so expensive? How dare you charge so much?

(Unintelligible 47:36) only charges \$7 bucks, you know, or why are you charging so much? And the reality is if you want to have your brand designed by Go Daddy, you know, be my guest. But if you want your brand designed properly, then choose it properly. And the reason it costs more is because you make more money.

And that's the message I think it's really useful for us and it might be useful for you.

Thank you very much.

Moderator: Well, thank you Joel. Any questions?

Joel: Questions?

Unknown: Thank you very much Joel. I have a question that may be a bit controversial but was your ad campaign designed by a man?

I have to say...

Joel: Yes but he was gay.

Unknown: Good response, good response.

Joel: I know, it won't work in the UK.

Unknown: I mean, I just want to make a point. Some of the images as a woman I'm quite uncomfortable with. Women make purchasing decisions too. Isn't there a danger you might alienate a large segment of your potential market?

Joel: That's a very good question. We thought about that. I thought about that and the thinking was, the more provocative, the better. Yeah.

Provocative, the word is provocative.

But those are just studies, those are not the actual ads, those are just studies. So you know, we are aware, we are aware of that sentiment.

Unknown: I think there's a danger that people might actively chose not to register in .PH with that approach. But maybe I'm wrong.

Joel: Yeah, can we hear from others?

Unknown: I don't like it.

Joel: You don't like it. How many more else? I'm sorry?

Consumerize, is that the word you used? Consumerize?

Human rights, human rights.

Any more feedback? Because I want to hear feedback. We haven't yet decided on the actual.

Naresh Ajwani: And that's what the bottom up approach is all about.

My name is Naresh Ajwani from NICC, India.

Joel: OK, right.

Naresh Ajwani: And rightly pointed out by the lady, associating loose values and character with country code especially is something which is not only challenging but can have a long term impact over its morality and its positioning which you initially opened up with saying that "buy PH, sell PH, own PH," whatever that was.

Joel: OK, thank you very much. Thanks.

Any more, any more feedback? I guess it's all negative.

Naresh Ajwani: No, this is not negative. This is very constructive.

Joel: Ah! OK.

Naresh Ajwani: Negative is what was presented.

Joel: Right, right. Yes Dottie.

Dottie: (unintelligible)

Joel: Really? Even the provocative ad? Even the provocative ad was good for you?

Dottie: Do you want me to say it again? I think it was great.

Joel: Thank you.

Very good, very good. Any more questions?

No more questions.

OK, thank you very much.

Moderator: OK, thank you Joel, that was a very nice presentation.

So the next presentation comes from Sweden, Matias, please.

Matias Vangsnes: Hi. My name is Matias, I work at .SE.

You've probably heard of us. We did a campaign just recently by raising the awareness by taking away the dot.

I'm just starting here to warm up a little bit.

No actually the question which asked when we now talk about awareness and marketing, it's a little bit similar. But I was discussing with some others that there is more of information in awareness and more of buying media in marketing.

So when I do my latest marketing effort, I was trying to reach out to target market which was a little bit vague. I didn't know, actually, what was there.

It's average Internet user, which I tried to communicate with. This means a user which is familiar with the Internet, knows how to gain information, but have no idea what domain name is or how to use it or why to buy it.

So, I was thinking about a question that was leading to my campaign efforts that was why should the average Internet user register a domain name?

First I came up with activity. This means that if I have some activity on the Internet I want to just put a domain name to that and start to use it as a part of my communication with my activity.

Then it's raw identity. I mean there is a group of people which just don't want to be a part of everything and another or just want to have something unique.

And there's also a group which is – they want to be independent in form that they probably have a work e-mail or something like that – and they want to have a private domain or e-mail address which they can move when they change work, etc.

And I also came up with that a domain name is not a stand-alone product. So this means that if I want to market or raise the awareness of domain name for average Internet user, I need to try to appeal to the imagination what I can use the domain name for.

So I started to work a little bit with that.

If you look at the normal way or, in my view, the procedure to book a domain name normally should be very easy. I just came to the conclusion that it should actually not be questions like what server do I want or do I was PHP or ASP – all the technical stuff which is involved in the process of choosing a domain name with a service.

And I just figured that a normal Internet user actually just want to have a few services connected to the domain name.

So for example, I just show the view of how I – like a few steps and then you're done.

So as a registry and to try to communicate with the average user, we did campaigns which appealed to the imagination.

So we started a campaign site which is www.se and there we pinpoint all the activities too.

Now we have a few things up there and it's like an inspiration videos and we also – a game which is called The Brainstormer – which is quite fun.

And if I have the time I can show you a little bit what it's about.

And we have also the campaign which we did, the latest campaign.

So I would just go through the latest campaign and how you interact and how you make the average user try to find the reason for choosing a domain name.

Here for example, it's how would a tattoo look with the domain name? And actually, if this is working, I can show you the actual campaign. So here you type in a domain name which would be Matias and as you see, you can go through the different kind of places to raise your imagination, how this will look like in the real life or the dream life. It's up to you where you want to put yourself.

So you can go through and see how you look – we chose the airplane there also. And it's quite fun because what it's doing is the moment of interaction – actually the viral part of the marketing is very important for the average user – so be able to – this is all in Swedish so I will translate a little bit. The application or the program here led the user to share and to use the things which they have done and share it with another. So it's actually a very good thing and if you hook it up with social media, it can spread very easily. So you can share it on Facebook and applications like this.

So what we have seen here is that there is a demand for domain names. It's just that – yeah, exactly, that's the application I think that somebody started it – there is a demand, it's just that you have to get the inspiration going. Because a normal, like a bar, which is normally when you come to a web host which are selling domain names, it's normally just a bar with they want you to type something and there ends everything. You have absolutely no idea how this will look and how this will feel.

So therefore it is actually like this. Here is nothing but as you see, it's coming there.

So again, yeah. I would just go through some of the figures. What we were looking at was actually the activity on the campaign website.

So we were not looking at the figures of registered domain names during the two weeks period. So as you see here, we have the numbers of domain name searches is actually have of the people that were in there was using the program. And we also let the campaign stay there because we find out that the people are using it and it's spreading and you're doing a campaign for two weeks or even longer and if you do something which is interactive, you need to have it for a longer time and it can actually go up and go down.

And so if I just will use a little bit more of the time here.

Here is one other little application which is if you have no idea of what to choose – this is only Swedish so you will not understand – it's like home, exam, sausages, bubble, pig, makeup – a lot of words just come – and you can go here and just like take something. Data, images – probably is – and there in to the right, you get to know if the address is available. So it's very easy to just click on the words which you find and there you can compose a domain name and you can register it directly. Not directly but through our around 200 registrars as you see.

We're also doing effort to try to when we do campaigns like centralized campaigns from the registry together with the registrars, we want to work with them also and let them to use the material and to use the so that the customer understand and you see the campaign is also on the registrar and this makes for the user will be more comfortable and more secure actually.

And we're also sending the domain name in the URL. So if you go from a campaign to a registrar, he can pick up the domain name which was available.

So I have turned from like a normal marketing – the way of buying media – before we were buying more of the traditional media. And I find it's very hard to measure and to see the actual effect on markets when I chose traditional advertising and media.

So I use online marketing only. In some cases I extend the campaign with advertising. But mostly I just use online marketing.

And the reason for that is a lot but I think that the more closer you are to when you do the actual campaign to the moment when the buyer is actually there and it's much, much – the road is much shorter. If you are doing advertising,

you're more relying on the viral part of the marketing, which is much, much harder to measure.

So with online marketing, it's much, much more easier to – and in a two week period for example – to be able measure and to see the figures.

And it's much easier also to work with other efforts to reach to different target groups like social web and to use that kind of marketing tools as well.

So, thank you, that's all.

Moderator: Well thank you Matias. Any questions?

Unknown: Hi. Do you have any numbers on how many people actually use the sharing Facebook, you know, that function?

Matias Vangsnes: Yeah. We have – during the campaign – we saw that the numbers was quite low in the beginning but was around between six and eight thousand shared documents from the application, I mean, from the program. But then we also saw that this was increasing after the campaign period.

So to do a campaign but to actually let it stay if you do something on the web. This can increase actually after the campaign. So now it just stays there and we will just let it stay. I don't know how long but it's still working so, yeah.

Unknown: Good morning.

Matias Vangsnes: Morning.

Unknown: Did you develop this in house and if you did, how much do you estimate that it cost? The actual application.

Matias Vangsnes: The application was done by the advertising Euro which we have so but I mean the application itself is not something, is not rocket science. And it would just, the cost of the production is not more than the cost of – I mean, a regular advertising campaign. So you can get that kind of application, which is made in Flash, for the same price as a normal advertising – like a production.

Moderator: Are we having still questions?

Matias Vangsnes: Yeah.

Unknown: Just related to that, the 50,000 and 20,000 Euros that you had on the budget, was it related to this products, the development of the products?

Matias Vangsnes: Yeah, exactly. So the cost of the – because it was also producing the advertising on the Internet – included in this budget. So I think that the application, the cost itself maybe it's around 12,000 or something like that. So it's really not expensive. For me, I had almost all the details worked out before, so you need to have a good idea what you want to do, and to think it through. And it was a lot of work trying to get it to work exactly how we want because it's a lot of things you need to do.

For example, you must talk with, for example, if you have a free service, a check the domain name, there is connections which you need to be done. And also if you have limitation in the domain name that you cannot type in anything. So it's a little bit customizing also included, yeah.

Moderator: More questions?

Actually, I have one question. You are not for the profit foundation as I know. Why are you doing all of this?

Matias Vangsnes: The awareness of .SE, I mean I work with total domination in the back of my head. No, no, actually if you put a person to do marketing, then it's marketing. So in my case, we are a non-profit organization but we also know that if we – all the things which we do, the other things except domain names – we're using – another part of our organization is trying to spread and work for the progress of Internet in Sweden. So we're doing this by using the money from which we are selling domain names.

So actually to promote .SE domain is a way of make a better Internet or to work for a better Internet in Sweden. So yeah, that's my answer, yeah.

Moderator: OK, thank you. So once more.

OK so the next presentation is by Vika.

So instead of Vika, we're going to have presentation from the Czechs by Pavel.

Pavel: I'm the first one to say good afternoon. My name is Pavel Tuma; I am from CZ NIC, .CZ registry for Czech Republic.

I'll prove you the overview of two key marketing activities. In 2009 we have cooperative marketing program and a good domain awareness campaign.

Let's start with the first one. Every registry faces assorted problems while communicating or promoting domains in the NS. We don't know much about the end user. We have very few informations in the registry like the name,

address e-mail, and they are, in a lot of cases, unreliable. So it's very hard to target well the campaigns.

The other is that we cannot sell the product even if the end user is interested by our campaign, we cannot sell the domain registrations because of registry/registrar model.

So we must re-direct the end user somewhere else and we lose control over the purchase process.

And as it was said, the domain is only part of the package, it's not a standalone product and the regular end user needs DNS hosting, web hosting, mail hosting or other services together with the domain name.

So who is affected by these problems? Obviously the registrars. So that's the basic idea of cooperative marketing program. Do the campaigns together with the registrars.

The concept is the registrars prepare and execute their own campaigns which much meet a certain criteria. 50% must be dedicated to .CZ promotion, no other TLDs promotion is allowed and, of course, the campaigns must be public.

And if these criteria are met, then we share the costs with the registrar up to the 50% of the cost of the campaign or up to 20,000 Euros limit.

So here are some examples what we were able to get from the registrars. This one tries to communicate the reasons why you should register the domain. It says basically Czechs register .CZ for your hobby, for your family, for your company. And even you can see that it's a package with ten e-mail boxes for free.

This one that's probably the best Czech campaign or Czech related campaign because it tries to compare the price of .CZ domain hosting and content management system with the price of ten beers and if you buy that package, you still can have an extra two beers.

This one suggests to choose the professionals if you need web hosting or server hosting and you get a .CZ domain for free.

Our experience so far is only local registrars participated, that's probably no surprise as the share of the portfolio of the foreign registrars with .CZ domains will be probably quite small.

The most campaigns were from the big registrars taking all that limit of 20,000 Euros. In some cases, they even enlist more of their own resources on the advertising.

Probably because this was the first time we do such a program, only very few applications we received were OK. And we had to prolong the period for applications because almost all of them had to be fixed in some way.

There was quite a big debate in the beginning about the conditions of the program because as you have seen, they are quite vague. And it's definitely really hard to measure whether the 50% are dedicated to .CZ promotion or whether it's just a 40% or 75%.

So there was quite a big debate on our registrar day, there was quite a big debate in the registrar mailing list but after those the registrars developed some common sense what will be allowed and what will be not. So at the end of the day, almost everything was approved.

So far I had no conclusion yet because the activity is still ongoing. It should end with the end of the year. And the future plans depend mainly on how it will be evaluated by the registrars.

The other activity is a domain awareness campaign. We started that because we found out there's a very low perception of what are the benefits of having a domain.

So the reason was to increase this awareness.

We chose the target group – all the people 15 years or more old, with a focus on younger people – because we thought it would be much easier to communicate to younger age group because of the general Internet awareness.

At first I wanted to show the campaign or the micro-site but you won't be probably able to read the subtitles of the videos, but anyway the concept is quite self explanatory.

If you go to [www.\(unintelligible 01:17:33\).CZ](http://www.(unintelligible 01:17:33).CZ), you can get the spelling from the top of the page, there will be a virtual IT guy explaining why you should have your own domain, what are the security issues with the domains, and of course he explains the process so how to register the domain.

I don't know micro-site has a few other goodies like downloads or wallpapers, posters, screensavers. And we created the virtual appearance on Facebook for that guy as well so there's a definite link for the Facebook. Go there, check yourself and see the videos but don't be surprised – because of the time shift, his name is Alish (sp?) – Alish (sp?) is now sleeping.

Anyway, the budget was roughly 45,000 Euros, split 50/50 between the production of the campaign and then the advertising in the media.

The campaign has been on since the beginning of September and we expect it to be on air with advertising until the end of this month.

But there are no objections to keep the site live even later. But there will be no advertising.

So far what we learned from executing such a campaign is that only online media worked. This chart shows the number of unique visitors each day. And you can see that just the advertising online on the benefits of the new services, the benefits of the number one search engine on the home page, benefits of free e-mails home page, generated significant traffic. At least in the hundreds of unique visitors per day.

You can see that the advertising in traditional media like in print and outdoor didn't produce almost any visitors.

We learned that social networks can create communities. We were able to gain very rapidly hundreds of Facebook followers and we were quite surprised – they are even active as you can see on the right chart – they evaluated comments, they posted their own, they commented on the other comments and certainly there was quite a huge activity on Facebook regarding this campaign.

The other lessons learned just very quickly. We knew the importance of online advertising but we learned that there are no other options other than buying the banners in the banner system or the pay-per-click. We tried to explore some options like advertising on mobile phones, in the Internet cafes and more, but they were not – it was almost impossible – or the price was so high that we ended up only with the banners.

We were able to get some PR in the beginning but mainly from the marketing media. So it probably didn't reach the target group.

We found that such kind of awareness campaign could be quite a good feed for bloggers. We had a sort of issue two, three days after the launch of the campaign – one important blogger, well known in Czech Republic – put a very negative post on the campaign – it's only in flash, it requires a sound card and such kind of complaints – but even that generated the traffic on the website. So even the negative publicity is good.

We weren't able to measure the success of the campaign by the registrations because there are so many other factors that influence the total registrations made during the campaign like the global trend, the seasonal variations, the

campaigns of the registrars in the co-marketing program. So we even haven't tried to measure that by registration because it makes no sense.

And we were quite surprised that our own website generated quite a significant part of the traffic. We were – our websites were number six with a 5% of generated traffic.

So far the campaign seems to us as a success so we plan to follow up in the next year probably. Because there are a lot more things to explain not just the reasons why to have a domain, but Alesh (sp?) could easily explain DNSSEC, IPv6 issues, ENUM, whatever.

So stay tuned.

That's it for me. Thank you.

Moderator: Thank you Pavel. Any questions? No, not any?

OK. So let's go forward and Vika are you now ready? So you can use my computer?

Well at least it works somehow.

Vika Mpisane: My presentation will be a short one about the awareness campaign that we recently started for .za and then a brief, just one slide, on what we're doing in marketing and a survey that we're carrying out.

Our awareness campaign is basically about the .za domain probably as opposed to the – not as opposed to – but the priority is .za and then secondary activity is .zadna – the authority itself.

What in essence this campaign is looking at or what the message that we are conveying to the public in South Africa and the industry, is the importance of having a domain name and a website.

We have found out through our interaction with the public that there's still a substantial level of ignorance of what a domain name is unless you are in the industry – in the domain names industry – or you are in the Internet.

Many people who come to us say we want a website, I want a website with name that ends with .za – then you have to explain and say you must register the domain name then first and then have a website running on that name.

So basically that's the message we were passing on.

Also stressing the importance of registering then .za as a domain name. Looking in particular at the legal implications of having a domain name in other domains as opposed to .za.

Legal implications of course such as the issues of intellectual property – others could be quick to point out to say that if it's a gTLD there is the ICANN new DRP, other questions remains that what happens beyond the new DRP if you are not happy with the adjudicator's decision, then you're subject to foreign jurisdiction.

And from our interaction with the public and some of the business organizations, we realized that once they pick their (unintelligible 01:26:51) would be their important home, more important home than elsewhere.

So that's basically the message there.

We're also talking about the domain name industry trends, trying to show particularly the media and business, how fast the domain name industry is growing and where .za is and basically saying we still have a lot to catch up with but we know that we have substantial lot of South African companies and even individuals on other domains that are not .za.

And then we cover the issue of domain name disputes resolution. We want to point out that we have what you call an alternative dispute resolution process for .za.

Who are we talking to primarily in passing on this message?

The first level of it is the media. We've been talking to the media now for a couple of – some workshops have taken place, interviews have happened and there has been coverage online and print news. Articles for newspapers.

We are starting to move now to involve both the media and business through workshops, breakfasts or cocktails, that's in the pipeline. We'll be doing road shows and having some publications. We're about to finalize negotiation of publications that will go and be printed together with some of the major print newspapers.

Then we'll take it to the third level where it's now media, business, our stakeholders – that's the local Internet industry and business – and then the users and the public. We believe that by ICANN Nairobi we will have started level three of this campaign.

On marketing nothing much we have done. But what we have decided to do recently is to do a survey of the .za name space and we've hired an ICT research company to help us with that.

The key focal points in the terms of reference of the survey is basically to look at those factors listed there.

We're trying to determine the number of South Africans with domain names and .za names and other domains or maybe, I don't know, we may not have the exact, the precise number, but at least let's have something accurate.

What influences domain name choice? When people register a domain name, what do they look at it? Is pricing an issue? Sort of for the bit of pricing that they and what would the registration processes themselves – are they helpful or are they prohibitive to people registering .za names.

Customer attitudes and the understanding of the potential of registering a domain name.

And other options people would like to see in .za.

And the whole issue about the new gTLDs, how much aware is the industry as a whole about the new gTLDs?

It seems from my interaction with a couple of industry reporters that there's not much awareness.

But we'll use this survey basically to improve the space in terms of marketing and communications, business processes, we'll probably come up with a good pricing regime that will make domain name registration in .za probably even more affordable than it is right now, and basically to prepare also for our licensing of registrars for the .za space.

The report is expected to come at the end of January next year and we are I think probably by Nairobi – by the Nairobi ICANN meeting – we will be more willing to share the findings if there's a need for it.

So basically that will be it on .za. Thank you.

Moderator: So thank you. Questions? You're just like a Finnish audience, no questions at all, that's fine. OK, so maybe we should the last presentation now by Debbie.

Debbie: Lucky last. I won't keep you too long.

Just an overview of our awareness of .nz campaign.

Now .nz is different than a lot of other organizations because there's actually three different entities, each with a different role within NZ, so the delegation's held by Internet NZ and Internet NZ has got two subsidiary

companies – the domain name commission which is the policy and regulatory arm and the registry company. And the whole group is basically run as a not-for-profit.

So when we're looking at the .nz awareness campaign, the focus we wanted to be on .nz rather than specifically on the domain name commission, which is, if you like, is the more public face.

But we wanted a brand too that could be used by the whole Internet NZ group. So when we did come to a forum like this, we actually present as .nz rather than as three different entities at times.

The DNC does consider it to be a bit of a regulator, controlling how the market actually operates and so we wanted a campaign that was targeted more to awareness rather than pure marketing.

So teaching people about how .nz operates rather than trying to hard sell them into purchasing and registering more .nz domain names.

Now we went with an agency because we're not kind of marketing kind of minded people. And the brief generally was to turn around and show that .nz was caring.

And that said that even with me basically being the public face. Essentially saying, look, come and deal with us and we're good and we're appropriate, we're exactly what you want in .nz.

So the key brand proposition was that .nz is our home. And it's very much basically positioning .nz as a space for New Zealanders. And .nz is our home, as you can see by people like Jay and myself walking around, is a brand that can be used by the entities within the Internet NZ group.

So what we did is went and we picked nine of our second level domains and we targeted people in organizations that we felt would be a good representatives of .nz. We didn't pay these people; we didn't give them a script. We just asked them to explain what their domain name was that they used and why they picked it.

So the people who spoke about .Mary for example, .Mary.nz, said why they picked .Mary.nz.

We did online advertising which you can see. Three different ads which scrolled through. And when people clicked through, they got to a campaign landing page.

Off that campaign landing page, as you kind of hover over, you can pick whether to view the video for .gov, .geek.nz, .mil.nz, and each of them actually talks about why they picked their particular second level domain and why the .nz on the end of it was very important for them.

And each of the videos run between 30 and 40 seconds, so it's not a huge effort.

But so far we've had a large number of click throughs. Our click through right from our advertising has ranged on some sites from .09 to .58 and we got told to expect between .04 and .2. So it's running quite well in respect of, if you like, the level of click throughs that we're actually doing.

And so it has actually proven to be quite a successful campaign for .nz.

Thank you very much.

Moderator: Thank you Debbie. So any questions? If not, so I think we are done. Thank you very much for the speakers and thank you for your listening to us. I will give the microphone back to Chris.

Chris: Thank you. Ladies and gentlemen, we are going to move straight onto the discussion on wildcards. This is very important discussion.

Steve, Ram, if I could ask you to come up, please.

Is there somebody here from .kr? Ah! Excellent.

Ram? You're going first.

OK. So ladies and gentlemen, just a little bit of background. Just a little bit of background.

The Security and Stability Advisory Committee, ICANN's Security and Stability Advisory Committee has produced a report on wildcards which went to the Board a little while ago and as a result of that report, the Board has passed a resolution asking the ccNSO to come back to the Board and explain to the Board, also recommend to the Board, some sort of methodology that would enable us, them to ensure that wildcards are not used at the top level in the ccTLD space.

So when we got that resolution, the Council asked Steve if he would attend one of our Council calls and explain some of the background to us, which he very kindly did and, as a result of that, we felt that our starting point for this discussion should be a presentation here to everybody. And what we do after that, we're not entirely sure yet, but let's start with the presentation.

Now I think Ram you're going to take the presentation?

OK, so I'll pass you over to Ram Mohan

Ram Mohan: Thank you Chris. And thank you for having us here.

So as Chris has said, the SSAC has provided quite a bit of study and analysis about redirection at the top level of the domain name system. And they've come up with rather consistent advice over the years and it culminated in the Board resolution.

So the focus of this presentation is really about what breaks. Because one of the questions that came out after the resolution was passed was, "Well, it's fine, you think there's a problem, can you actually tell us what the problems are? And tell it to us in a language that is not solely technical, right?"

Now unfortunately some of the stuff that is here is going to be technical but I'll endeavor to explain it with the technical background but at the same with sufficient – an attempt at least – with sufficient clarity and you can tell me at the end of it whether, you know, that goal has been achieved. Thank you.

So the issue itself is about wildcarding about DNS records at the top level at TLDs, right? And the way that is portrayed, the way you actually know this is happening is that you get valid address and routing even when domain names do not exist inside of the zone.

Now, there are some specific consequences as a result of that. Now the first one is that it breaks core DNS systems, it breaks many legacy applications on the Internet. It also erodes several trust relationships online.

And it creates new opportunities for malicious attacks without the ability of the affected parties to mitigate the problem.

Now, one of the things that is not said on the previous slide is one of the biggest, what is shown as one of the biggest benefits, which is that users who mistype a domain name get to a page that is helpful and that is friendly and gives them something that is far better than the technical mumbo jumbo that you get on a 404 error page, right?

So that is what is usually presented as the single biggest reason why this is a good thing, right?

Well, the SSAC advice to the community is clear and unambiguous. DNS redirection at the top level presents a clear and significant danger to the security and stability of the DNS.

The Board passed a resolution June 2009, the details are up there on the screen, Chris already talked about them, so I won't speak to them in a great level of detail.

However, let's talk about the problems that get caused with the redirection.

There are several problems listed here on the screen. My presentation, I don't go through every single one of them but I'm happy to engage in a conversation with you about each one of them should you prefer.

Let's move on to the next slide.

Let's talk about the architectural violation. Now here is the thing, folks. Redirection, it's primary use, is aimed at web users, right? The primary idea there is, you type something or you mistype something in a TLD and instead of getting that 404 error page or some other page, you are given this friendly, helpful page or whatever that page has, right?

The mistake that is being made here is the web is being used as a stand in for the Internet for the DNS and they're not the same.

Now when you hear me say this, it sounds obvious and you know, you sit there and say, "Come on Ram, I mean, this is, don't tell me what I already know." But if you listen to the arguments, the arguments exactly say the web is the DNS and therefore redirection is not a bad thing.

The fact of the matter is, the DNS protocol itself at the level of the technologies that are there, the DNS protocol is designed, has been designed to be neutral about what other technologies are built on top of it, what other protocols interact with it and what responses come back from that protocol. So when you do redirection, the assumption that you're making and what you're forcing upon everybody who is using your zone is that everybody must be on the web, the only thing that matters on the Internet is the web, right? And for some set of people that is true, right?

But that is not the Internet as you all know. It's a self evident truth.

The other piece of architectural violation is that by redirection at the DNS level, what you are doing, what we end up doing is that all future protocols that depend upon the DNS then get affected by redirection.

So let me give you an example. Four months ago I was on a flight and I was trying to bring up an Adobe PDF document on my computer. Double clicked, opened it up and about five seconds into it, Adobe said, "This is not validated, I need to be connected to the Internet in order to validate it," and it stopped

me from reading my document. Now this is some bug with that program but what I'm talking about is, a program that I had bought, is licensed on my computer, still required and assumed that the DNS would be existing underneath it in order for it to be activated and the simple, mundane act of actually reading a document, a PDF document, was stopped because I did not have the DNS underneath it, right?

Now, in that case, what the Adobe software did was it said, "Let me look for a name," and if it wasn't there it said, "I know what to do when this domain name doesn't exist. I know what to do when I cannot go on." OK? "What I have to do is bring up this screen that says you're not authorized," and I had to shut my program down, right?

And that's a base thing that the programmers at Adobe worked on because they knew, in a very clear way, what happens when a request for resolution comes back with "This domain does not exist." OK?

When the DNS was built, when the DNS protocol was designed, I don't know, I don't believe there was an Adobe connect or Adobe software that actually went on the DNS and looked at it. OK? But it didn't matter, right? When the http protocol got created just a few years ago – in relative terms, it's a young protocol, right? – the DNS is a much older protocol – but when http was created, it ran fine, it runs well and the web came around because underneath it was the DNS, another layer that just was neutral and that just said, "Here is a set of requests, here is a consistent steady and well known set of responses for a set of requests coming in."

That gets changed. That gets broken when you do redirection at the top level of the domain name.

I spoke about Adobe as an example and, you know, one thing that could come up is to say, "Well, hey, you know, Adobe is a big company, they know what's going on, just tell the programmers at Adobe, make an assumption if it doesn't go down, just change your code, change your program."

But folks, it's not just about one piece of software. Literally every single application on the Internet – you know, the VOIP systems, the phone that are being changed on your desks in your offices – those phones make assumptions about what happens when it cannot go online or when it can go online. OK?

It's not just software sitting on your computer. A lot of applications depend upon the DNS acting and working in a certain way. Every one of those will have to be re-tested and there might be an impact and many of them might actually break.

We're not saying all of them will break. We're not saying the world's going to fall on your head. What we are saying is that the cost of that is significant and you cannot depend anymore upon predictable behavior of applications on the Internet. And that's an important thing.

Let's talk a little bit in more detail about some of the most basic Internet tools that will break.

So all of you get e-mail and some of you get a little bit more than the regular e-mail because you get spammed. Probably all of us get spammed. And we probably are all depending upon some sort of a spam filter on our PC, at our ISP, at our corporate headquarters, MIS departments, some different set of places, for the spam filters to actually sit there and say, "Eliminate the bad e-mails and send me just the stuff that I'm supposed to get."

Well, spam filters assume – one of the things that spam filters do is they say, "The e-mail coming in, it's coming in from a forged, what's called a forged header, right? – somebody assumes someone else's domain name or an actual e-mail address at some domain name and send it across and says it's coming from a reliable source – a lot of phishing for example, uses that technology. It says, you know, some address that actually sounds legitimate. So, "Security center at," and instead of saying, "Bank of America," it says something that is a typo of it or something that is a longer word that has the words Bank of America in it, or some bank in it, or some reserves, some trustworthy name in it, and it ends in the zone. And it sends it across.

Now what spam filters do is they look at that header, that actual e-mail address and the domain name, and they do a verification – does this domain name exist, does the e-mail here, do you get a reliable answer? In today's Internet, in a non-wild carded Internet, in a non-wild carded zone, the response you get back is, "Doesn't exist." The domain name is not there so the spam filter then sits there and says, "OK, Domain name itself is not there, obviously it's forged, obviously this a spurious mail, put it away." OK?

In a wild carded world, that's gone.

Same thing with URL link checkers. It's a very basic thing. Most of us who are not technical don't use it. Most of us who are technical don't use it. But lots of applications on the Internet actually depend upon it.

When you build a website, when you upgrade your website, when you migrate from one website to another website as an example, links break. Links break all the time, right?

And you need tools to actually say, "What links are valid and what links are not valid?" In a wild carded domain name, every link is valid, whether it's

broken or not, whether there is content there or not, it doesn't matter. Every link on every page is valid.

There are also systems that believe that a host name is valid, they also break. So mail is a good example. You type in something, you type in an e-mail address – I certainly “fat finger it” – I type in an e-mail address and I you know, mistype the actual domain name – it's in the same zone so I'm sending it to something at you know, a domain name. When I'm sending it, if I mistype it today, I have an expectation, a reasonably reliable expectation that I'm going to get a bounced message back. I'm going to get a message back that says, “This doesn't exist,” and that gives me an alert that says, “OK, I got it wrong, let me send it to the right person.”

In a wild carded system, you'll not get any bounces back. The mail gets delivered because the address is valid. And it goes to the registry, right? And it may cross boundaries; it may cross geographic borders, right? And on top of it, you don't really know what that registries rules are, you don't know if your mails are being read, you don't know if your mails get redirected somewhere else, you don't know if there are advertisements that get attached to it.

But basically, if you make a mistake, you're guaranteed to have that mistake not be responded back to you. You won't actually know you made a mistake. Bounced mails would become a thing of the past.

Now search engines that depend upon a reliable indicator of whether a domain name exists or not, whether a host name is valid or not. The way they function today, that functionality will not be the same, that will get changed.

One more thing, you know, we're here in ICANN, we worry about the root, we worry about TLDs, ccTLDs, things like that and as ccTLD operators, you probably have tools that check for the health of your system. You know, that check for how things are working and are the systems up, are the systems down, etc. Well, and you probably are either using open source software or you're buying something, licensed it from somebody to actually check on the health. Not only of your systems but of other networks that you're linked to, right? So if you get a big DDoS attack, you can actually check, “Oh, where is this coming from, let me track it back, let me trace it,” right?

Now a lot of that software makes the same basic assumption. Is a domain name there? If it's not there, you know, here is what you should do, here is what you should not do.

So it's likely that that software that you're using to check the health of your system, it's likely that that software will not work anymore.

We also notice that with IDN top level domains coming up and you know, you and the communities that you serve, are right at the forefront of this. IDN top level domains are going to happen, you know, in your areas first, right?

Wildcards for IDN TLDs can again cause unexpected behavior. There are two pieces to this and let me parse it out carefully.

Let's say you have, you know, your country's name in your local language and let's take the case where that country name can be visually represented multiple ways, right? So these are called variants. So you get a variant or two – in some cases – I've heard for example, in the Chinese language case where you get multiple, you know, you get more than just one representation – and then there is this what's called a variant table that says each character can have six, seven, eight different representations, right?

So what it might mean is that you have some sets of top level domain names, the ones that you asked for, and then there may be variants that you say block it, right? Because they look valid but they're not supposed to be allocated, right?

In a wild carded situation, it doesn't matter whether they're not allocated. It's going to resolve anyway because you know, the TLD is wild carded and it's just going to provide a response.

The second thing is, if you have content on the web, if you have a web page that says there's a 404 error, right? And provide the response in the local language. And provide a specific response, right? Provide a page that looks a certain way or that is formatted in a particular language.

In a wildcard situation, a user may request a web page in language A and they might just get redirected to a web page in language B. They have no choice in the matter.

So at the end of all of this, there is clear harm and one of the biggest things is that by wildcarding, you are removing the choice from the user. Unlike other system, unlike the case where on the web, you can do redirection at the client level; you can do redirection at the web browser level, right? Or the ISP can do it and users have a choice. When you wildcard a TLD, everything is completely taken away from the user in terms of choice of where they can go and what they can do.

So that's the end of it. There are some references up there. I'll turn it back to you Chris.

Chris: What we're going to do is take questions at the end if that's all right with you Ram, I want the other presentation to be done.

We've got to get ourselves one computer here. We need a ccNSO computer so that everything is on one computer.

Unknown: And when it breaks?

Chris: Then we'll have a spare.

We've gone from a horizontal issue to a vertical issue. Look, while we're waiting, maybe, yeah do you have it on a stick or no maybe not?

While we're waiting, do we want to? Oh, success! We have success.

Maybe not.

Does anyone want to ask Ram or Steve a question while we're waiting for the presentation? Anyone?

Steven. Gabby, could we get a microphone to Steven please? Put your hand up Steven, thanks.

Steven: I assume you've done a census. I'm curious to know how many cc's you detected that do the wildcard?

Chris: I'll answer that one because we have. We asked Kim if he would give us an idea and although we can't be 100% certain, we think it's about eight.

And in fact, I think we actually had a list that we sent out to the Council, we didn't want to be, you know, accusing anybody of anything but there are about eight cc's.

Did you want to say something else? No.

Let's do the presentation and then we'll come back.

Yuan Jeng (sp?): Good afternoon everyone. Welcome to Seoul. I'm Yuan Jeng (sp?) from Seoul, working for Korea Internet and Security Agency. Today I'm going to talk about redirection.

If you have any questions, don't hesitate to let me know and I will answer that.

I would like to touch those things in this topic. First I think I can skip that DNSO redirection and I will talk about users of our DNS for redirection.

And why are we using DNS redirection?

And the status of what we are, our redirection, and finally I'm going to show the status of our (unintelligible 02:00:39) what we are using for redirection.

I think I can skip this.

We are using DNSO redirection for our Korean.kr IDN service. In Korea, the majority of people are using MS Internet Explorer for their web browser. As you know, the Internet Explorer's 6.0 (unintelligible 02:01:17) doesn't support IDNA so it means it doesn't (unintelligible 02:01:22) in the browser.

So the IE users who are using less than 6.0, the users cannot connect (unintelligible 02:01:38) IDN service via their webpage. So for them, what are we going to do?

At first time it goes through 2003, we have two ways. One was a plug-in, another was handling that in DNS.

Now they can use plug-in but we are now still supporting DNS by changing the junk file, I mean the redirection the DNS.

Currently there is wildcarding in .kr zone and whenever .kr DNS responds (unintelligible 02:02:30) navigation system IP address for (unintelligible 02:02:33) that could not exist .kr zone file. Including (unintelligible 02:02:39) and also ASCII.kr, if it does not exist in kr zone find, it goes to web navigation system.

Then what is the web navigation system? It's actually our web server. It converts (unintelligible 02:03:02) domain names into ASCII domain name, I mean a (unintelligible 02:03:07) name.

So just to observe as a function of our forwarding (unintelligible 02:03:17) web page to our corresponding (unintelligible 02:03:19) .kr, I mean the ASCII code and if there is no corresponding (unintelligible 02:03:29) webpage, it generates (unintelligible 02:03:32) as just looks like the web page shows on their browser.

There are several merits and demerits in web navigation system.

The main merit is that that IE 6.0 or earlier users can (unintelligible 02:03:56) .kr domain names without plug-in. We can also study the status of (unintelligible 02:03:56) .kr domain queries and handle the system easily because we made it.

But our web navigation system captures the traffic by using the wildcard, wild character in .kr zone file. It can overload our system. And all the kr queries

don't exist in kr junk files comes into web navigation system and it takes a little bit longer time for IE 6.0 or earlier users to see web page because it needs another query for to connect to the web browser.

Why we are supporting?

The market share of the web browser in Korea, if you say that, well then 98.5% of Korean are using Microsoft Internet Explorer. And the (unintelligible 02:05:07) 57% are using still Version 6.0.

So we need to provide this service like a web navigation service for Korean Internet users.

As you know, IE 6.0 has legal standards and also many web programmers have difficulty of developing with IE 6.0. There is IE 6.0 boycott campaign in Korea called "IE 6.0 No More," as you can see.

This I've mentioned that very part of IE 6.0 doesn't support the web standard and it's not good for Internet users and programmers. So IE 6.0 users should upgrade their Internet Explorer.

Good, I agree with that.

And many sites in Korea are going to stop service for Internet Explorer 6.0, like (unintelligible 02:06:15) etc. You can't read the Korean but in the red box, the Google they said that they are cordially going to doesn't support IE version 6.0. If this strategy is continued, I hope that it helps the IE users upgrade their web browsers.

And (unintelligible 02:06:50) the direction status is like this.

The number of total kr queries about the (unintelligible 02:06:57) per day and the queries for .kr DNS redirection is about 2.5 billion per one day. That means about 30 per second. It's not so bad for web servers isn't it?

And we analyze the queries which come to our web navigation system. About 1.7 million queries are redirected to our web navigation system and 67% are generated by (unintelligible 02:07:33) .kr IDN but less of them from ASCII domain names. I mean usually it's somebody mistyped a word, some domain name that doesn't exist in our junk file.

It's the last slide for my presentation. For future (unintelligible 02:08:10) a lot of expectation what we designed for the protocol. So we are now developing an alternative for web navigation system. We are now changing DNS software. We are using (unintelligible 02:08:27) software and we are changing that buying software that can convert IDN (unintelligible 02:08:35)

into ASCII domain name Unicode. So it doesn't forward (unintelligible 02:08:43) Unicode domain names to web navigation system.

We also considering about adding Unicode junk file in .kr. Junk file. If we are unsuccessful to changing that DNS software.

And also we are planning to promote IE 6.0 or older version users to upgrade their Internet browser.

We expect to reduce Internet 6.0 (unintelligible 02:09:20), they will be gone. If so, we don't need our web navigation system anymore.

Thank you.

Chris: Thank you very much. We'll take questions. I don't want to get into a discussion about an individual ccTLD, I don't think that's appropriate at this stage, but happy to take any questions.

Just so that you know Steven, it's actually 11 currently; Kim's just run the check. There are 11 cc's that appear at least, according to Kim's checks, to be wildcarding.

I'm happy to tell you who they are. It's cg, kr, nu, ph, pw, rw, st, tk, vg, vn and ws. And those are all showing currently as wildcarding at the root.

Are there any questions at all for any of the people on this panel?

Hilde?

Hilde Thunem: Thank you. I'm Hilde Thunem from the Norwegian registry and I have well one question.

Thank you for the presentation on what you think will technically happen with wildcards.

Just to make it clear in my mind, this is what will happen beneath your TLD if you wildcard. It is not something that suddenly because Sweden, let's use them as the bad guys, they're here somewhere, if they start to wildcard that the .no e-mails will suddenly not go to where they're going because of a mistyping, if we're not wildcarding, just to make that, yeah? I think that happens within your TLD.

I'd actually like to ask the room a question and that is, have you had experience with ISPs wildcarding beneath your TLD? So not you wildcarding on the root but ISPs redirecting their customers to their special web pages or whatever? Do you have any policies for this? Do you see it as a problem?

Chris: Andre?

Andre: Just short question to Hilde, have you used DNSSEC and those things are much harder on the DNSSEC so that's a problem under .cz. I have just one comment and one question.

You said that web pages you are redirected .kr look like web page from the web browser, that's true, but for Korean web browsers, actually I don't understand anything what's written there.

However, my question was, the previous presenter presented a lot of problems that the wildcarding may cause. Did you notice something like that under .kr or did you notice some complaints by the users or some negative things like spamming or something that was said in the previous presentation?

Unknown: As operator we never heard about a complaint from using wildcard. But if sometimes if the – when navigation system goes down – a lot of complaints come to us, yeah.

Chris: Kim, did you want to say something?

Kim: No, I've just been nominated microphone holder.

Chris: Oh, OK. Well you just said something.

Did anyone else? Joel, did you want to grab the microphone?

Yeah, sorry, Young-Eum you want to go first?

Young-Eum: Yes. I'd just like to add, I think I heard it's been said that some part of the kr presentation was not clear. Is that correct? No, OK.

It was all clear?

Chris: Yeah, it was fine.

Young-Eum: OK, great.

Chris: Joel?

Joel: Hi Ram. We're one of the ccTLDs that wildcard - .ph. And I just wanted to clarify something.

In your presentation, you have list of protocols, applications that break, you brought it up, can you bring it up? Is that possible? OK.

Well let me just discuss – mail for example. When someone delivers mail to a wild carded ph domain we have a stop (unintelligible 02:13:51) and the (unintelligible 02:13:52) is the domain you are sending to either has expired or is not registered. So in RFC822 headers, it shows that the domain is expired or is not registered. And I think it's more intelligent response than domain name does not exist.

What I'm saying is that there are ways to create stubs to handle the problems you mentioned.

When you say you're on the plane and you're on your Adobe and Adobe.com for instance expires, the response would be the same, whether you're on the plane and you can't connect or whether the domain has expired. You still won't be able to run your Illustrator because you can't get through.

Chris: OK, I'm going to take Steve and then Gihan and then Martin.

Steve: I just want to ask a follow up question.

What do you do with the mail that you've received into that server?

Joel: It doesn't get to us. I think the – don't you respond first and get the destination and mutually say this domain does not exist? Do you actually receive all the mail first and then response? I think the way (unintelligible 02:14:55) works is it says, "Sending to this sender," we say "No such user" or we say "Domain does not exist." So we never see the mail. The mail never goes to us, it's just too much waste of (unintelligible 02:15:02).

Chris: Kim could you...Jan did you want to say something?

Jan: Not really but maybe I'll say that somebody mentioned about ISP. Very often what happens at ISP level is that as you run through the proxy which gives you pages when you try to access a non-defined domain. That's of course under http. So that's been certainly around for a long while. And yes I think it perhaps users when they get a proper web page explaining what didn't happened rather than just 404, something or the other.

Yeah I think I tend to agree with Joel. If you can implement it for at least all popular protocols, probably users would get a better experience. And yes if somebody came up with a brand new protocol, it could break.

Chris: Ram would you want to respond to that?

Ram: Just a question for Joel. What is the response you give when you do trace root or ping? What is the response you give for a non-existent domain? Have you written a stub for that?

Joel: I'm not familiar with the ping protocol. I guess it would time out, right? Because doesn't ping have to respond?

Ram: No, if the domain exists.

Joel: But isn't there a stub that responds?

Ram: Let's say it's a trace route, right? I mean a domain. I'm trying to get to a place and in general I expect that you know, the domain is not there.

Joel: So you resolve to the IP for the wildcard, shouldn't there be a stub that actually responds?

Ram: No I'm actually, I don't know what it should be, I'm asking what you've done.

Joel: I don't know the answer to that question.

Chris: This is a conversation that I would be fascinated to listen to you two have in the bar.

Joel: But what I guess I'm trying to say is there may be technical solutions to this. I mean, maybe even modifying the DNS to allow wildcarding. I mean the protocol itself. I'm just saying let's not jump the gun and say don't wildcard. There may be solutions.

Unknown: I guess my Meta point out of all of this is that as Gihan said, for all, what you're proposing is that for every protocol that currently depends upon the DNS, you the registry needs to write some responses for it.

That's one response and the other is that for all future DNS protocols that depend upon the DNS, that's what you should be doing. And what you're also then saying is that application users who depend upon the DNS need to assume that they may or may not get the appropriate response.

Joel: Yeah, what will happen – maybe, just maybe, I'm not saying – is that the protocol writers would create the stub for the wild carder's to use in case this happened. That may not be the only solution. It may be modifying in DNS, I don't know for sure, I'm just throwing these ideas out.

Chris: OK. We need – I'm conscious that we're running out of time – you can have a quick comment. Martin you wanted to have a comment and then I'm going to.

Unknown: I just wanted to clarify I lied. They don't drop ping, they just drop 85% of pings.

Chris: Oh, that makes me feel so much better.

Martin, you wanted to comment, and I'm going to make – Andre are you OK? OK, so Martin you're the last one.

Martin: OK.

Chris: As is often the case Martin.

Martin: Yeah. Just before lunch.

From a complete non techie, can I actually ask a question about landing pages?

Does a phishing landing page end up giving us the same problem as you're outlining from a redirected page?

Ram: I guess it could. You know, typically with phishing you're often fooling the user by giving them a link that looks like it's some place it's not supposed to be. You click on it and you take them somewhere else. You redirect them somewhere else.

So in that sense Martin, probably if you have a redirected page and if your server gets compromised, as an example, it could potentially take everybody over to that phishing site because users won't have a choice.

Chris: Really, really last.

Martin: Sorry Ram, obviously I didn't explain myself properly.

What I'm getting at is, the ones that have been spotted, where instead of just suspending the domain name and leaving it, you're actually telling the user that by following the link, you've ended up on, you would have ended up on a phishing page, these are the sort of things you should have looked for. You know, this sort of education stuff that APWG have been putting forward?

But that sounds to me like being fairly similar to the sort of way you're treating the wildcard and so that's why I was wondering whether there was a problem.

Ram: I see what you're saying. I think the APWG advice is on actual domains that have been identified and that get taken down. While here this is across the board. Every domain name that doesn't exist, you know, goes somewhere. So in the APWG – if you take the APWG case where a domain name was used for phishing and then it got taken down, the domain itself isn't removed from the zone file, right?

What happens is that instead the domain name response for that specific domain is directed to a page with education.

Chris: OK, we're going to call it to an end there.

Just so that you guys know what we're doing. We will discuss this briefly this afternoon in the Council meeting to figure out what next steps we need to take.

We will probably need to do some further research and discussion and of course we'll be relying on you to some extent to help us with all of that.

So really, thanks very much for coming and starting it.

Did you want a last word Steven?

Steven: Just to thank you and to respond that absolutely we'd be happy to be responsive to any follow up and it was a pleasure to work with all of you.

Chris: So would you join me in thanking Steven?

Steven: Thank you.

Chris: Now just before you make a mad rush for the door, I have some very, very important information for you.

Lunch is not downstairs in the pub despite what the agenda says. Lunch is at Level 36 in a room called Belle View. Level 36.

Bart has the invitations and lunch is sponsored by CN NIC. CN NIC will be making a brief presentation at 2:15 when we get back from lunch. May I ask you to please be here for that so that they can talk to you?

And then we'll carry on with DNSSEC at the root after that. And various other things.

Thank you.