

**ICANN**  
**Transcription ICANN Hyderabad**  
**GNSO RySG – Geo TLD Interest Group Open Meeting**  
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(Sebastien Ducos): Good afternoon. Can everybody hear me? Yes. I think we're going to start. So for those in the room who aren't aware, we're the geo TLD Group. I understand that there was some confusion with the group next door but this is what we do here.

So my name is (Sebastien Ducos) for those who I haven't met yet but I think I know pretty much everybody. Welcome to this session. We're going to be

here for the next three hours. I hope that you received the agenda. If you haven't, come to us afterwards to check mailing list issues.

If we could go quickly around the room maybe to introduce ourselves. (Venez), you want to start?

(Venez Talb): My name is (Venez Talb). I work for CORE Association. CORE Association is a registry service provider working for a number of community-based TLDs. We pride ourselves to see some specialization in community-based TLDs in our job.

(Stephen Moldera): My name is (Stephen Moldera) and I represent .Swiss.

Michael Flemming: Michael Flemming with GMO Brights Consulting.

(Fisher Lee): I'm Fisher Lee. I'm the data management assistant with the registry stakeholder group.

And just for the record I'll say during the meeting, please speak directly into the microphone and state your name and your affiliation for the transcript. And if anyone along the side wants to speak, please come up to the desk and speak so that we can record it into the meeting.

(Sebastien Ducos): So second public announcement. You know, there's plenty of room around the table. If you want to join, please do.

My name is (Sebastien Ducos) again. I am the geo TLD Group Chair and I'm also here as a new star for .Melbourne, .Sydney and .NYC.

(Dick Kozanovsky): (Dick Kozanovsky) from .Berlin and I'm here for .Berlin and .Hamburg.

(Onna Shepsla): (Onna Shepsla). I'm here for Wien, which is the German term for Vienna for those who do not know it.

(Melma Fotzi): (Melma Fotzi). I'm here from Canada for Quebec.

(Nit Foutonz): (Nit Foutonz). I represent T&S Belgium. We manage Be, Brussels and Vlaanderen.

(Emily Choboff): (Emily Choboff) for (Asmik) and .Paris.

(Regisse Nasseve): (Regisse Nasseve) for .Paris and .Fr too.

Don Hollander: My name is Don Hollander and I'm wearing a universal acceptance hat. I'm happy to talk to you about what you're doing there and how we can help.

(Andreas Muvelak): My name is (Andreas Muvelak) from (Dennik).

(Richard Mine): I'm (Richard Mine) from TLD-BOX. We are a back end operator for several geo TLDs.

(Steffen): (Steffen). I'm with (Aakeroy Association of Industry).

(Midri Brokov): (Midro Brokov), .Moscow, .Moscu. And also just for information, I was on board of trust of .Cu.

(Yosa Roy): And I'm Yosa Roy from (Manmein), representing .Frl for Friesland and .Amsterdam.

(Sri Hesha): I'm Sri Hesha from here, from Hyderabad. I'm representing Open Street Maps Community and Open Free Network. I randomly walked into the room. Sorry.

Mert Saka: Thank you. Mert Saka, ICANN staff, registry services.

Valerie Heng: Valerie Heng, ICANN staff, registry services.

(Ishawn): (Ishawn) from WebHosting.info.

(Pryanka): (Pryanka), LogicBoxes.

(Abe): Hi, this is (Abe). I guess I met most of you guys. I represent WebHosting.info (unintelligible).

(Sebastien Ducos): Thank you. So without further ado, we'll start with the housekeeping.

Woman 1: That's not very loud.

(Sebastien Ducos): Oh, that's all right. So first, a quick update. For those who were with us in Vienna, a month and a half ago, this is a bit of a repeat.

So we have been for the past year and a half organizing ourselves and creating a structure around the geo TLD Group.

The last step was back in September right before we met in Vienna, (Dick Holland) and I went to Brussels -- there was (Petr) also but he's not here -- to register the group as an association under Belgium law, a non-for-profit international association which was a requirement for us to do the next step which is going to happen tomorrow which is to join the registry stakeholder group as an association member.

So up until now, we were within the registry stakeholder group as an interest group which means basically representing a number of ready members in the registry stakeholder group with a geo interest.

We're changing now to becoming a member in full force as ourselves, getting a vote around the table at the registry stakeholder group.

So this - we've just submitted our membership form and it should be enacted tomorrow in the registry stakeholder group meeting.

Quickly, (Raul), do you want to give us a status on the finance?

(Raul): Sure. So two things from my side being the treasurer of the group - or not the group, the association right now. First though is a formal requirement. Any one of you who has already joined the interest group should now submit a form to me or to the ex-com joining the association. It's a formally needed process.

Before, you were a member of the interest group. You paid some dues. You do not have to pay again for this year. If you want to, I will not hinder you.

But you have to join the association as a member. So please go to our Web site or contact me. I will send you the application form. And just in principle re-submit what you have already submitted but to the correct entity at that time.

For the financial things, we have coming out of membership fees, we have 15,875 euros as membership fees this year. And we have paid for founding of the association at about 5,800 euros which means a notary, a translation service, a lawyer. They're still missing other fees like the publication in the Belgium, how this is called, Sebastien, newspaper...

(Sebastien Ducos): (Le Munito Belish) it's called, the official...

(Raul): So this is - yes I recall the stats but it's the official thing. Once you have published it, you're officially established. I think the founding of non-for-profit organization has to be signed by the King of Belgium and you have to pay some fees to the King of Belgium so, yes?

This is still missing so we will still be sharply below. Ten thousand - or let me say 9,000 euros that are available out of the membership fees for activities to come for the remaining four weeks so we'll have a great party. No.

Let's decide what to do with this money. At the moment we are at about 9,000 euros ready to be spent for activities, yes, that we will decide or discuss some later. Okay.

(Sebastien Ducos): Just for reference, the status that we have mandates that we don't carry over any of the funds that we have from one year to the next. So we should spend officially this year all the money that you - all the fees that you contributed to.

Because it's the first year, we're going to do a bit of an accounting write-off and make sure that we only transmit to the association the funds that we need for this year. So whatever is left over will be done for next year.

From next year on, we'll need to make sure that we complete a full circle and we spend the money that is - the fees raised are spent within the year.

Anything else? Any questions on finance or on the status of the group? No? Good.

Maybe the people that came recently could say who they are then we have complete list here.

(Louis Uhl): My name is (Louis Uhl). I'm on the board of .Quebec and I'm president of (ISOT Quebec).

(Lanip): My name is (Lanip). I represent .East and .Istanbul TLDs.

(Sebastien Ducos): The back of the room, do you want to introduce yourself?

Man 1: (Unintelligible).

(Sebastien Ducos): Sorry. Can you do it on a microphone just so we have it in the recording?

(Sayim Shateroll): (Sayim Shateroll), Istanbul Metropolitan Municipality.

(Sebastien Ducos): Thank you very much. So

Man 2: Two persons more.

(Sebastien Ducos): Yes.

(Enamela): (Enamela) for (Klipp), a Germany-based registry back end serving several geos.

(Sebastien Ducos): And I recognize (George Munados) from .Bil who's in the back and will get up but maybe a bit later.

So next item, our program for next year. And I'll let (Dick) explain the items in detail.

Just one little note that I wanted to put before. We have purposely kept the items for the agenda for next year to things that are very administrative or directly related to the management of the group. It is our view -- and we'll try to push everybody in that direction -- that most of the work should actually be undergone, undertaken in the working groups so not directly by us. And we can participate in the working groups but then we're not here, the three of us, doing it all.

So again this is part of the work and part of the work that we as ex-com commit to. Any other items that you guys think that we should be working on are very, very welcome.

By raising your hand, you would almost automatically appoint yourself as chair of that particular working group so watch out.

And - but we very much welcome any other initiatives that we can support you on and help you on and develop altogether.

(Dick): Okay. First, I have another housekeeping thing. There's a small camera on the right side. We are not connected to Adobe Connect - oh we are, with Adobe Connect but not with video? Or do we have video?

Woman 1: We didn't request it. What do you want? Do you want the video?

(Dick): No, no. No, I'm good.

(Sebastien Ducos): No. I don't think video.

(Dick): No. Okay, so we don't have a video. And the small camera is a time lapse camera so we will have two hours of the meeting or three hours of the meeting condensed to four minutes or so, people walking in and so on. And we will send this around as a small movie on that.

Man 2: So behave well.

(Dick): Yes, if that works. Okay, yes. The plan for 2017, we discussed this and said we need to be realistic in planning what we want to do with our small group and in the limited time we have in our voluntary work and your voluntary work in the working groups.

So we've focused on four main areas where we are going to work. One is increasing the member and observer bases that is needed to have enough budget to fulfill our task. We want to do especially, say, market research and something like this.

I think there are over 50 geo TLDs out there and a lot of more potential members for our group, all observers and also interested parties from - ranging from government and other organizations which could join the group if they know what we are standing for, what we want to achieve and what the benefits are to be a member besides having a membership in the registry stakeholder group where you may have - want to have an additional voice. Okay.

And then there's also the chance, we had some talks of people came to us and said oh, we want to sponsor this group because we're interested in the group and may provide some benefits for the group like LogicBoxes did at the Vienna meeting for instance. And they should be welcome also. And I think we can get some more sponsoring entities on this.

So aim is to broaden the membership and the member bases and to raise a solid budget for next year.

Should I go first through all points and then come up with questions? Yes.

Woman 1: Yes, sure.

(Dick): Yes, okay. Second one is become the number one resource on geo TLD information. I heard yesterday or I think this morning that the European Commission or European Council had made a study on community TLDs, I think entering geo TLDs.

And I don't know where they get the data from but they didn't contact Hamburg or Breuerland. Did they contact Vienna or anyone from you? Okay? So they might find in the future or other study groups or interested parties put information on our group and we could attract them as members, especially also interested parties for the next round.

And aim this year to become the number one resource on the Internet. And the people will look on the Internet on different times and we should be there on number one or two or three on the Internet in Google and other major search engines.

Then we have the geo TLD topics at ICANN. We have a number of topics which concern the whole group or parts of our group including data protection, who is privacy, two-letter domain names, country names, universal acceptance, education of consumers and remaining option and funds and fees. Hundreds of millions are waiting there and that might, you know, point to contribute some ideas and the next round as one of these groups.

We need to have - to make our voice heard here and get our positions through at ICANN and the relevant stakeholders and other groups at ICANN.

And the last point is creating a benchmarking environment for our group. We already started to establish best practice in the management of geo TLD and collect and analyze relevant data of geo TLDs, perform market research on a... You know, we can't afford that much money like the D&A did for global market research but I think everybody of our geo TLDs has some market data to provide.

And we can - should collect them and analyze them and put them together like I did in a table for cities, for I think 33 or 34 cities, together with some key performance indicators where you can see where you are standing and why and what are your strengths and weaknesses in these tables.

I think these are points we can do. But there's also some money involved to do this because we need some professional help in these things.

Yes, these were the four key points. And I think - should I go through the (unintelligible)? Yes.

We could have another intersessional meeting like we did in Vienna in September. There was (Jozul) from .Ayuz from the Basque country who said we should come to his place next time in September and make an intersessional meeting between our meetings at ICANN because not all people are coming to ICANN and we are really European focused. So that makes sense to have a meeting there. Okay these were...

(Sebastien Ducos): As a European living outside of Australia, of Europe, we're not European focused. We have a majority of European members.

(Dick): Yes, yes.

(Sebastien Ducos): Sorry, to get off on that one. So yes, so (Jozul) is inviting us in San Sebastian. It will be - date to be...

(Dick): For to (unintelligible).

(Sebastien Ducos): No, no. I spoke to him afterwards and confirmed it. So I'm not throwing him under the bus. So San Sebastian next year in - between the end of August and September, the date to be verified depending on obviously - on other things happening there.

Should anybody else want to raise their hand for future meetings, we can talk about it. I've heard (Normand) mentioning that Moyale is a nice place in...

(Dick): Very nice in September and August, exactly.

Woman 2: Yes.

(Sebastien Ducos): So on top of this, as of Vienna, we created two - three working groups.

There was one working group that is going to work on the relationship with the GAC. As you know, particularly with regards to subsequent rounds, the GAC is working on a - apparently an extensive list of names that they would like to protect for geographic reasons.

And we'd like to engage with them to see exactly what it means for us right now as operators of current TLDs but also in the future.

So we have a working group that is going to work on that interaction, prepare papers and presentations. We are scheduled to talk about it this week with them and see how we can start that engagement officially in Copenhagen.

We have a second working group that was created in Vienna based on the FRL issue that is going to be a wider issue and that has to do with data privacy.

As you may remember, FRL is finding themselves into a catch-22 situation with the Dutch government. Essentially by following the registry agreement, they're in breach of Dutch law. And by following Dutch law, they'd be in breach of their registry agreement. And we are trying to find solutions to get that resolved.

And the third group -- I think that wasn't completely formalized -- was a group to work maybe with Don and his universal acceptance efforts in terms of bringing maybe geo point of view suggestions on the work that has been done. I think it'll start by actually carefully reviewing the work that has been done to make sure that we don't redo it but then engaging that.

Any questions on any of this? Are there any topics that are itching on you five that you would like for us to include in our agenda for next year? This is not a closed book. We're open for suggestions.

Don, maybe?

Don Hollander: So Don Hollander but not with a UASG hat so I'll take that off. So I've been involved with ccTLDs for a long time. And there are four ccTLD organizations in the world -- CENTR in Europe, APTId in Asia Pacific, ALAC TLD and AfTLD.

And I just wonder whether you might want to see if you can find some way to engage with those groups to take advantage of the programs that they offer. I know that some of you are already members of CENTR for sure and APTId with your different hats on. But you might want to see if there's some way that you can associate with them and take advantage of the training and the discussions and the best practice programs that they run.

(Sebastien Ducos): So we've centered - there is a discussion that is ongoing and is - I mean, there's back and forth. These organizations - there's one administrative problem with these organizations, is that by status today they're ccTLD organizations.

So these are people that we can easily interact as observers and participating in all these things. We will do as much as we can. These are not organizations that we can always join.

I know that the discussions we had with APTId when you were part of it and that there were issues with cities about it. The same thing goes with CENTR. It's just the way it works. But collaboration is definitely something that we're talking to them about.

Don Hollander: So Don Hollander again. I might suggest we look at associate members or observer status. I think they all offer associate membership. And basically I would look at it as a way for your members to be able to attend their meetings and workshops. I think that they're very valuable in their focusing on operational excellence in, you know, legal, regulatory, marketing, administrative, technical.

(Sebastien Ducos): So maybe should as a point to take from this - sorry, the other focused idea that I - problem that I have is these memberships are fee based often and we have limited fees.

But if any of us here around the table are members of those associations and want to raise their hands to at least in the first step unofficially liaise with the group and pass on what we're doing, please come to us and we'll work this out. Thank you.

Anything else on this topic?

(Ishawn): This is (Ishawn) from WebHosting.info. So based on your first feedback which you said that you're looking to expand the membership group for the geo TLDs, I think once you do that with - when you have various stakeholders who support your initiative, those entities would also be a part of these groups, ccTLD groups, and they can act as ambassadors for the geo TLD for you guys and basically tell you, you know, how things are functioning or basically give you insights on how it could work. And that could be just a starting point of a greater collaboration in the near future.

(Sebastien Ducos): Yes. I'm in full agreement.

(Dick Kozanovsky): Yes, just to give -- (Dick Kozanovsky) -- just to give an impression of the fees at CENTR, I think they are 7,500 euros - euro for that observer or associate status. And that's at the moment half of our budget, maybe next year only 20% but significant.

(Sebastien Ducos): Another membership that could be of interest and I've just spoken to them about it just to see what it would - like could be the D&A for example, other association. The idea is for us not obviously to spend all our money in being - representing in 20 different associations and getting lost there but find that if you were - that difference would be important for us.

(Dick Kozanovsky): Like the liaisons within ICANN from one group to another group could be an idea as well - to -- not paying fees on both side -- exchange.

(Sebastien Ducos): Good. Anything else on this topic? No? Maybe we can go back to the agenda.

And I actually remember what the next time item is in the agenda so we can go. The next item was to talk about the Web site.

Over the European summer, everybody's summer, there was a lot of work done pre-Vienna on the Web site. More work has been done since. (Ronald), do you want to talk about it a bit?

Man 1: Can we have the...

(Sebastien Ducos): For all of those that actually have a browser and can look, so we have a slide at GeoTLDdotgroup. GeoTLDsdotgroup is also registered but pointing to the first. So our main site is GeoTLDdotgroup.

(Ronald): I think anyone has a laptop so yes, here it is.

(Roland): As you see on the top left, there is still a normal - there is no logo, yes. It's still saying the word GeoTLDdotgroup. So one of the topics today would be to be able to show some -- as agreed in Vienna -- to show some logo proposals.

And then start our work, ongoing work, to do here. We have three or four editors that are capable of not only just to add some blog content but also to do editorial things. Like if we scroll down, let's say for example we have some...

Woman 1: Parties...

(Roland): Yes, so some things like if you have contributions like a video, like or the TLD meeting on our blog post, yes, or the founding act of our association. So whenever you feel that there is something that should be on this Web site, either put it there on yourself. If you prove to be a WordPress-educated editor, we can give you some access. Or it can have blogging space to do it there. Or send it to the ex-com and we will have someone putting it there because it should be a Web site that is of, let's say, not perfect but it should be okay from the look and feel.

It should not be an amateur Web site. So if there is a picture for example, not having the correct dimensions, making faces really broad or something like this, this is not the thing that must happen here on this Web site because we want to be number one source for like (Dick) said for the information on the geo TLDs. And then you should at least look somehow like you're looking in reality. Otherwise, why should the data be better than the ones that this has?

It is about branding for our geo TLD Group. So we want to put a little effort in it just to make it look like, you know, it's not the world's perfect Web site but it should be edited, it should be without any typos or something like this. Yes? I think you all agree that it should be that way because we want to have it something professional.

There will be a members only section. We are currently - we are not the WordPress pro so at the very right you'll see the member login. At the moment it leads to an empty page because we did not find a solution or a respective plugin in WordPress that gives you the full functionality of a member area.

So if we do not find it or if someone knows how to do it, please approach me, tell me how to do it. Otherwise we'll put here a link to our Google Group's space where you can access using your Google Groups account that we already have.

So it is not about programming a Web site and spending thousands and thousands of euros for such a functionality that we can lead somewhere or can we get somewhere for free. If it's doable with limited effort, that we can do it ourselves, please provide it to us. But on the other hand, we will use Google Groups or something like this. Yes? Yes, whenever you have some recommendations of how to group the...

Man 1: Navigation.

(Roland): ...the navigation, the grouping of topics or whatever, this is a first guess. It's not a guess. It's a first approach with thoughts about something. And feel free to make any recommendations or whenever you think it - you could or someone could do it better, yes? Okay. I think that's...

(Sebastien Ducos): We have at the moment I think three editors on the site. And that is not - you have logins. I have logins. And a third person was (Maria)?

Man 1: The user.

(Roland): Oh user. Maybe as I have put most of that stuff in there, I want to show you something where you could contribute on directly. So there are a lot of plugins with WordPress you can use. And I have a plugin so that we can have something similar like in the wide domain names. So if you have a good example of a domain name used in the public in advertising or on a car or whatever to show...

Woman 1: You put (unintelligible)...

(Roland): It was I think here on the information side you can post. That's a users' gallery of things in the public. And you can post an image on the site. So just give it a title, short description, upload a photo and then this photo will appear on the site of good examples. And I think we can have hundreds if not

thousands of examples of geo TLDs in the public used. And that would give a very good impression or so and bring some more content on the site.

And another topic is where we're working on is to have an individual Web site with some parameters of a singular geo TLD is the example of LSAS.

And Sebastien and we are working on having a number of questions like name, Web address, postal address, contact, registration policies and logo and so on so that there's a common set of information for other people on that particular TLD. This is something we're working on.

Man 2: That's good because it's going to be a standard form. The information could be easily find this way.

(Sebastien Ducos): Yes. There is a need to have it standardized. The idea is also for, again, we want to be the number one location for geo TLD information. We want any new city that might be interested in the program, any new region, etcetera to come find something that is close to what they're doing and be able to contact the operator in question and get answers to their questions.

(Roland): And there are already a lot of pictures from our former meetings in the '16, '15, '14, '12 and even older meetings we did. Yes. It goes down to I think the Internet Governance Forum in Rio de Janeiro and the first - I think the first public pen on geo TLDs ever. Okay.

Man 3: Thank you.

(Sebastien Ducos): And the Brand Registry Group, Martin Sutton came yesterday to me and he was really a bit jealous of what we have already. And their members are really a bit lousy in providing content and things of - similar things. So they are looking at us.

Woman 1: We have a comment on the chat. Are you trying to build a kind of Web directory for the geo TLD Web sites?

(Sebastien Ducos): Yes, I guess so. It's the number one source. We need to have that too, as broad as possible on geo TLDs, yes.

Woman 2: More than that.

(Sebastien Ducos): But yes. No, but more than that. We'd have also information obviously on the association, on who we are and where we're going to, etcetera.

So one thing if you go back to the top, one thing that we agreed in Vienna is that we needed a logo to go somewhere there. There is already an effort in progress. We received some submissions from (Anya) from .Or. We received some submissions from (Lute). And (Normand) is going to send us something too. Once we have that, we'll share it with everybody on the list.

A point again of housekeeping, for those that are not on the list, who are not receiving our e-mails, please come to see us afterwards and we will resolve it.

But we'll share that on the list. Again, I'm not too pro design-by-committee as I've said already in Vienna. At some point somebody needs to take a decision because otherwise we get a blur. But we're working on it and it'll be part of looking professional.

Again, if this is the window to get more members, if it's the window to get attention from governments, from etcetera, we just need to look good.

(Roland): Another point for giving this Web site instant credibility would be if you all put from your Web site a link on the GeoTLDdotgroup site. That would be really great because we are the authority in Google for our TLDs and have partly

good page rank. And that could bring the site up in Google very quickly. That would be great if you can do this.

(Sebastien Ducos): We'll - maybe if we take a short break a bit later, we'll try to have those first examples of logos on the screen to show.

If we can get back to the agenda, that in principle would close the housekeeping session - section of the meeting.

Is there anything else that anybody wanted to propose, ask questions? I see nothing. So we've kept the house clean. Good.

Man 3: Quickly.

(Sebastien Ducos): Quickly. Good. Thank you. So we're 15 minutes early on this. Good enough.

Woman 1: We did have one more comment.

(Sebastien Ducos): Okay, please.

Woman 1: I'm sorry, (Jen McCormick) did make one more comment. Keeping it up to date's tricky. It could be done easily enough from survey data but sites disappear and new ones appear each month. Manual updates don't really scale well.

(Sebastien Ducos): In French we call that a Champagne problem. Let's first have the data and then we'll figure out how we keep it to date. It's - I mean, it's absolutely 100% true. As long as it's an effort and everybody is able to raise their hand or flag it to us when there's a problem like that, we'll try to follow up. We're not going to be another search engine for everything geo TLD but we'll try our best to represent as much as we can.

Next is our presentation time. I've seen that (Crystal) walked in. And if she already - did you have a presentation you wanted to share so we can put it in the Adobe Connect? And if you do, then maybe we'll do it in a different order and start with a presentation that we have already in the box so we don't waste time on this.

Do you - you have such presentation?

Woman 1: Is that the one you gave me, (Ronald)?

(Ronald): Yes.

(Sebastien Ducos): So just for time sake, as I said, if you want to do your presentation, yes.

So as we are fixing this and for future references that's basically why we ask you to send the...

Woman 1: Yes.

(Sebastien Ducos): ...other presentations before this. Sometimes it'll be connect and be a bit fiddly. But here we go. (Sid), this is all yours.

(Sid): Hello again. I think taking a step back before I dig into the presentation - just wanted to make a couple of quick points. When I was in Vienna attending this meeting I saw a lot of presentations and obviously I understood some of the challenges that GODLEs face today in terms of growing their business.

I briefly touched upon the capabilities of webhosting.info in Vienna as well but I think it is beneficial to the audience here to understand how they can probably benefit through someone like webhosting.info. So what I'm going to do here is walk you through what we have been doing in the last few years.

Basically we started off in 2003. Our idea was to be a dedicated portal to understand how the domains industry is growing. Initially it was intended for internal usage only within the direct eye brands but then we opened this up gradually to some of our partners as well.

Currently we have 50,000-plus subscribers. Subscribers are individuals or small hosting companies, some of the biggest registrars as well who would like to understand where the industry is going. They regularly visit our Web site to look at latest domain trends based by country, based by competition, based by registry, based by DNS providers and the likes. We have pretty much the entire domains industry mapped onto our platform with around 400,000 Web hosts that we have currently linked. Also we are tracking almost all the registrars that are out there.

So what we primarily do is extend these services onto various entities within the domains industry. So for example for GPL E registries they are very interested in understanding how other registries are doing in their market. They would also like to understand who are the registrars that are selling the highest number of for example (Common Net)'s in a given timeframe. And also they would like to understand who are the Web hosting providers who are hosting those Web sites and also if those Web sites are parked or not. Similarly there are other entities like registrars and their hosts who would like to understand how their competition is doing and all of this information is provided directly through our interfaces at [webhosting.info](http://webhosting.info).

So what we did here was between Vienna and this meeting we wanted to actually come up with a sample report. We shortlisted three GOTLEs and we wanted to demonstrate the capabilities of the system and wanted to get your feedback as well if this information could be helpful to you guys in the future.

Before I dig into the report I would like to talk about the approach that we have when we talk about this data. The first thing that we have is the free reports. Basically if you go to [webhosting.info](http://webhosting.info) and you sign up with us you get

access to details about what are the counts of a certain registry. For example Verisign: what are the count of a com for a certain registrar for a certain country?

You can do - also look at who are the Web hosting providers in a certain region, the top five and the top ten and what are the counts right now. You can also see trends in terms of what the growth has been in the last past few weeks and past few months.

To act to that we have a level one paid report in which was we do is we take a geography which our client is interested in and we download the Whois information minus the contact details of the registrant and we basically provide that information as a report. So what that does is if someone would like to understand what are the domains that are actually being added onto (Common Net) for example in a given timeframe then they can get access to that information through us. To make it more specific by geography we filter the registrants by zip code and then we provide that information in an Excel sheet.

Beyond that we can go two levels deeper. Level two is basically when we do a DNS check on the domains to identify the DNS provider. We check the (unintelligible) records to identify the hosting location, run advanced diagnostics, DNS, IP and (unintelligible) to identify with high precision who the hosting provider is. Automating the process of understanding who the hosting provider is difficult if you want high accuracy because technically speaking there are many name servers out there and not all the hosting providers have publicly announced what name server they're using. Although we know that certain name servers belong to certain leading hosting providers in a lot of geographies but still we come across a lot of these name servers that we do not know who they belong to and it's a learning process.

Level three is basically where we provide all of this information along with whether the Web site or the domain name has a parked Web site or a hosted

Web site with information on it. Now again this is fully automated but in all - there's a lot of intelligence that goes behind the finding whether it's parked or not. For example extracting the HTML files, looking at the index pages, tracking the outgoing links, running (unintelligible) algorithms and to some extent now we can also define what the Web site content is and categorize that into various buckets. For example a Web site could be dedicated to travel or healthcare or any other category.

Currently it's in beta. We are still testing the software right now but very soon we're going to have this as a part of our paid report as well which by the way will be very, very helpful information if you would like to have a dedicated marketing campaign through your partner registrars to a certain domain name owners who you think are a good fit for your GODLE.

Any questions at this point?

Man 2: So what part of this - how do you - what are the source of this data and is it any open data which is (unintelligible)...

(Sid): So...

Man 2: ...the privacy of (unintelligible).

(Sid): So the - I think the basis for all of this information is the access to the zone file of the sub-registry. Currently we only look at (Common Net) and we have agreements with them that allow us to take that data. Post that the other privacy I think concern would be around Whois information.

So what we do not do is basically share the contact details off the registrar and through our report. What we provide is the city, the state, the zip code, to some extent the registrar name and basically what that does is that gives - when you - when the registry would talk to the registrar is the registrar wants to know who the registrant is that information can be provided. But we

generally discourage direct reach outs to those registrants by anybody who's buying a paid report through us. Does that answer your question?

Okay so what I'm going to do now is try and open the report so you guys can look at it.

Woman 1: (Unintelligible)?

(Sid): Yes. Are we shared on the email? Okay.

Woman 1: (Unintelligible).

((Crosstalk))

(Sid): Okay.

(Ronald): So - (Ronald) (unintelligible) here. But when we were in Vienna the (unintelligible) presented us a survey that he did. He tried to figure out whose person - which persons in his area have all registered any domain name, a dot com, a dot FR, a dot (unintelligible) or whatever. So these persons are the ones who are already familiar with domain names and they are - let me say if we knew them it was probably relatively easy to sell them a dot vin or whatever because they know what we are talking about. They have already bought one, two, three, four, five domain names.

So knowing these persons let's say close - or in - or around Vienna if you can somehow get these - I'm going to say 20, 30, 40,000 owners in the (unintelligible) domain name owners registrants, approaching them to tell you should not only have a dot AT, a dot com, a dot net but there is also dot vin. These persons at least know what a domain name is because they own one.

How we would approach them, how it is done, not to get to - have to go to jail or whatever this is the real - I'm not - this is not the real problem but it's the -

it is the next step and what (Sid) and his team did - I've had a look at this data. It shows I think 1000 lines, data sets of people near and around Vienna, which domain they registered and whatever.

So please to this confidential and it should not be used in public. Do not copy these things and try to approach the persons because I don't know the legal effect of this. But we got a list of the domain name owners near or around our city TLD which is a tremendous source of knowledge because these are the people - these should be easily to contact - to confront with the new let's say domain name or top level domain.

(Sid): All right so based on what (Ronald) just mentioned about the presentation in Vienna what we did was we picked three GODLEs: wien, Brussels and EUS. We actually decided to implement a level two report. Basically the level two report is something that gives you the registrar information and who the Web hosting provider is for the domains in that specific geography.

So probably I should first walk you through how we got this information. We have access to the zone files of (Common Net) and what we decided after that was to pick a few registrars for the sample report who we know have considerable presence in these geographies. Once we had that information we downloaded the domain data along with the Whois information and we populated the list of thousand domains randomly on this sheet for each of the GODLEs.

We identified the registrar on record which was very straightforward but then after that what we went ahead and did was if I scroll to the right look at the name server information, the IP information, the (unintelligible) record and based on those statistics we came up with who the most likely Web hosting provider is for that domain name. And we also - we came to know where the domain is hosted, which country it is. In this case most of these domains are hosted within Austria. Some of these domains are going to be hosted outside

of Austria as well because it depends on where the domain - where the registrant chooses to host the domain.

We also give the country of the Web host as to where the data center is, where the domain is being hosted. (Unintelligible) about this if we go to a level three report to the right of this you would also get information on whether this domain name is parked or is it used actively right now. We don't have them here in the sample report but that is the additional info that you can get.

Interestingly, you know, if we are looking at multiple TLDs and to some extent ccTLDs in the future as well if you want to - if you want that to be part of the report we can also group by registrant. So basically what you can also understand is if there is a single registrant who has multiple registrations across multiple TLDs and that person may be a better fit as a prospect to basically upsell your domain name as well.

Also you can get access to reports that only give you the delta. So if you have the basic report say today, three months down the line you can receive delta reports based on what new domains have been added. So that gives you access to information of what are the new customers let's say a com or a net has got on board.

So we have these reports and (unintelligible) if you would like to provide this information to the group we are okay with that as well so they can look at it. But I can (unintelligible) at the other session.

Man 3:

For me it's the CEO of the registry for dot vin for example, I would immediately contact the registrar (Work for You) which is a partner of ours which is a registrar and ask him or - because he has many domains that are not dot vin his multiple dot coms, multiple dot nets, (Work for You) can contact its clients and propose to them hey why don't you register a dot vin also.

So contacting them directly is at least under Austria laws strictly prohibited. It's not allowed but if you get - for me at least if I get indications okay it should be worth contacting (Work for You) that Internet company because they have such a lot of domain names registrants close to Austria it absolutely makes sense to have a meeting with them to let's say can we do a promotion or whatever. Yes? It gives a good feeling about the real population of domain names in a given region.

(Ishan): I would - yes. (Ishan) from webhosting.info. I would also want to give you another example. So we recently got approached by a ccTLD who wanted to know within their country why are certain registrants not booking - not registering their ccTLD and going ahead with a dot com or a dot net. So their marketing - they wanted to base their marketing strategy focusing on registrants not buying a dot - or a ccTLD from their country and buying a generic GTLD and starting their business. So basically a local language on their Web site with their business but on that country's registration.

So that provided them - we gave them an entire database of - like a huge dump of our potential customer, potential hosting companies that could be targeted by the ccTLD to say you know, hey why don't you look at our ccTLD. It has a better brand recall especially if you are a local provider. Obviously it's understood if you are a global company it makes sense for you to have, you know, like a generic TLD. But I think if you are a local entity it makes more sense to have, you know, (unintelligible) GODLE for example when available, why not go for that.

(Sid): All right I think that's all that we have for the presentation. If you have any questions later on just feel free to catch one of us. Thank you.

Man 4: Thank you.

(Sebastien Ducos): So this - thank you (Sid), for this presentation. This came also back - from the back of the meeting that we had in Vienna. We - the last item that we were going to work on from (Dick's) presentation was to create this environment for us to benchmark. The idea here is not so much to see amongst each other who the bigger TLD is but to get a - to share knowledge on how we split that data that we have, how we understand it, how we milk it to make a better TLD.

This is not - oh sorry. The number of registration is important because our revenue is pegged to it. So we're interested by - we're also very much interested in knowing what happens with those domains that are created. Having domains created just for the sake of creation and not being used is not interesting. Having people registering domain parking them may be a part of a market. It may be interesting in terms of developing a reseller type market et cetera. But in a TLD that is a young TLD it's probably also what we shouldn't be focusing and we should - on usage, on people who are actually buying domains to create sites behind it. Having a good visibility on what happens to the domain name once it's been registered is just as important as actually selling domain names for us today.

This is part of the effort. Everybody has a different way to look at it. Some of us have more experience than others. We're here in this group to share that knowledge and that information and be able to get better at it (unintelligible).

Woman 1: There's a question (unintelligible).

Woman 2: (Unintelligible) participant (John McCormick) asks - oops. And it just moved on me. There we go. "Most mature country level markets are shifting away from GTLDs to the local market. As it matures without accurate ccTLD data there is a major part of the picture missing. What ccTLD coverage do you have?"

(Sid): So primarily today we do not access ccTLD data at all. We basically work on (Common Net) but if there is a specific requirement then what we would need is basically access to the data off the ccTLD and actual approval from the ccTLD that we can use that data to make a report. So this can go upon case to case basis and as soon as we get an approval from a ccTLD we will be more than happy to create a report for and only for the Fed client.

(Sebastien Ducos): So it is - just from memory GTLDs because they have a contract with ICANN have an obligation to share that data. The new GTLDs it's actually quite easy because there is a (unintelligible). Anybody can kind of request back (unintelligible) to that and get that information. For (Common Net) - well first of all it's a much, much, much larger dial set so you need to be able to deal with it but - and you have to go and request that directly to them. But they're open to it and they have to.

ccTLDs do not have these rules. ccTLDs operate on a case by case basis and many of those countries will not share the information. Some may and - but it's a case by case basis. As (Don) mentioned earlier we should be talking to the community of those ccTLDs and we are doing so and in particular - for example (Center) has done an amazing job in terms of these numbers, these analyses and we're talking to them to see how we can share that experience, share that data, at least for the countries that are represented in (Center) which is mainly Europe. I think Canada is the only non-European.

(Crystal Peterson): (Unintelligible).

(Sebastien Ducos): And (Crystal) in the back is saying that (unintelligible) TLD also has it and I'll be looking I guess at - if (unintelligible) is a good person to speak to I'll go and be chasing that.

Any other questions on (unintelligible)?

(Arnold): (Arnold) from dot vin. Just a short comment on that. This is exactly what I told (Sid): if you are looking at the dot vin or the surrounding of Vienna most of the registrants will have a dot AT domain. Some will have a dot com, some will have a dot net, but most of the - the most important thing is to have this data because these are the most (unintelligible) - if you look at the registrants for near or close to Berlin you have to have the dot DE data and if you are doing it for dot EUS you have to have the Spanish and the France data. Otherwise you'll get a small fraction of one. It's masses of owners but you get a fraction of it. So I think this is success critical that we have - (unintelligible) success or quality critical that you have the ccTLD information.

(Sebastien Ducos): So there's two additional comments from (John McCormick). He is saying most of the EUS ccTLD registries will not cooperate with webhosting.info due to the data privacy laws. So again it's for us to work maybe with (Center) or (unintelligible) TLD to see how we can get if not details but aggregate data that we can work with and go around these privacy laws.

And the second: (unintelligible) are actually ccTLDs all but in name. Much of the domains will be pointed to registrant primary Web sites in other TLDs because (unintelligible) tend to be slower in new early phases of ccTLD. Yes but - so that's the interesting part with the ccTLDs is that there's a lot of behaviors in RTLDs that are going to look like ccTLDs, regional behavior and et cetera. And the same time we don't play at all by the same rules. We have different ways - different contracts, different ways of operating, different things that we can do.

This is a discussion that we have ongoing with our members here that happen to be also ccTLDs and where they bring their experience of many, many, many more years. Australia just celebrated 30 years of Internet - (unintelligible). So it's a lot of experience that we're sharing with them. Not all the experience that we get from them can be transferred to us. They started from a complete Greenfield. We have a lot of GLD competition. They had

different rules but, you know, as much as we can share and learn from it we will.

Second presentation: can we try Crystal's presentation (Mary)?

(Sid): Sebastien, I just wanted to make a last point here. So as far as ccTLDs are concerned webhosting.info is really not interested in getting at registrar and contact information at all. All we request is access to the domain names that are registered with the registry. Are analysis is completely based on where they are hosted and what kind of Web site they have right now. And that's the information that most of our clients are to seek.

Man 6: And my last - one question. What language do you support?

(Sid): Well currently it's English.

Man 7: (Unintelligible)?

(Sid): Well actually that is a good question because in the past as well we have had requests if you support more than one language. In all for us to be able to really have a long-term partnership for a certain geography we would like to understand, you know, we'll need some help actually on that front because the system is in place, the software is in place. It's just that we'll have to translate that into another language. It can be worked out but it will be an engagement of sorts. We can't just do it off the shelf.

(Sebastien Ducos): So in Vienna for those that were there I did a very short presentation on the New York City premium lunch. I had hoped that Crystal could've joined us remotely but it didn't work out.

Woman 3: (Unintelligible).

(Sebastien Ducos): And I promise to get more information on this and I've got now the source. Crystal, it's all yours.

(Crystal Peterson): Thanks Sebastien. For the record (Crystal Peterson) with Neustar and the dot NYC registry. I actually took (Sid)'s presentation from Vienna and built on that. So thank you (Sid) for putting that together. And so you'll see a little bit of what you saw in Vienna and then I wanted to also share some of the results we have.

So throughout this past month October dot NYC launched premiums. The registry launched in October of 2014. So it's two years from that launch when premiums first became available. We did that for a number of reasons. One, we wanted to let that NYC mature in the market a bit. Two, it was somewhat due to timing. We're working with the City very closely. The City of New York is the registry operator and Neustar as its marketing partner has been working very closely with the City and there were a number of internal reviews that the City was doing.

So it did take a bit longer to launch premiums than we had expected. However we were not upset about the time that it took because we did want NYC to kind of value in the market and we didn't want to dump domains too soon in - or premium domains too soon into this space and allow them some time to get some valuation.

But as a recap there are just under 4500 premium domains that were held back when the - when this space first launched two years ago. And we put a plan together for the City that had basically three tenants to it. One was auctions, two was a tiered pricing which we call general premium availability, and then the third is a development program which is still underway and that is - I'm not going to be sharing too much about the development program because that is still actually being developed and launching itself so that should launch here probably in the beginning of the new year.

So looking at tiered pricing first because that is the first that came out to market. There were about 3800 of the held back 4400 domains that we put into tiers ranging from \$250 to \$5000 wholesale. Registrars will then sell that at a retail premium profit anywhere - generally they markup anywhere from 20% to some of them do 40% depending on the price.

That is a range of five tiers that those fall into. The standard that most registrars like to look to is anywhere from five to about seven tiers. They like - doesn't mean that you can't do more or can't do less but that's typically what they're looking for when - if you speak to them about, you know, putting tiers. And then these are available through all of the participating dot NYC registrars and/or resellers that have made the capability of tiered pricing available in their systems. Registrars that do not have that available in their systems the names shows as unavailable.

And we launched tiers on October 10, 2016 in recognition of that NYC second birthday to great fanfare and a lot of anticipation. Some of what we did from, you know, a launch standpoint in the outreach and media we had a public forum posting which was at the urging of the City to gather feedback from the general community about the availability of premiums.

We had a blog announcement that was centered around not necessarily premium domains but centered around the availability of previously unreleased domains and that would be available at certain premium pricing. So it was really around the second birthday and the fact that we had previously unreleased domains available versus the fact that we were launching premiums because we felt the public didn't really care about that as much as they cared about being able to get unreleased domains.

We also had a lot of content that was updated on our Web site. We updated the premium domains area. We also updated our search results through our Web site so if you to the Web site and search certain other premium domains you will get a different result than the general availability. So we have a

premium availability, we have a super-premium availability. If a domain name is in auction which I'll get to later we have a response for that and then of course an unavailable response. And all of that leads to where and how you can register that name and, you know, through which providers and all of the providers that are there.

From a results standpoint on day one of the launch there were about 190 domains that were sold through all five tiers. So anywhere from the 250 up through the 5000 all tiers were sold. We had a lot of registrars communicating both with their customers as well as us. I was busy all day communicating with registrars because they had higher demand than they were expecting as well to be able to get the names and make sure that they were showcasing the names in order for their customers to get them.

We do have continued sales. I don't have all of the data on the daily sales. It's something that we're still looking into and looking at what is a base level from day one. You know, we've had some days where there have been several sales, we've have some days where there have been zero. So we're still kind of getting what that baseline is. It's only been, what? Twenty days since. So kind of still determining what that is and, you know, in next meetings I will probably have that but, you know, it's - we do have continued sales which is exciting to see.

The next section and the next part of our launch is our auctions and aftermarket and there is a subset of premiums that we determined were what we call super-premiums and there were 500 domains that we wanted to be available for both auction but also have a bit higher price. So at the outset those 500 names are listed in the tiers at the top tier, so at the \$5000 tier. However we took these names and per ICANN rules we registered these to our internal account, the 9999 - four nines. Nine nine nine nine account. They don't have any DNS. They're registered to the RO but per ICANN rules you can register domains this way in order to be able to allocate to other registrants.

So these names because we feel they are more super - they are super-premium we have them listed through both Afternic and Sedo in order to get to the wide range of all registrars that are connected to one or the other. Most registrars are connected to both but some are only connected to one or the other and we wanted to make these available through our whole channel.

We have listed them at higher prices. We have found that typically for a - just going to a front of site on a registrar most domains above I would say a \$10,000 retail price don't necessarily sell as easily and so that's why we registered these and then put them through the aftermarket because then the price is negotiable. We have a set negotiation price but their brokers there will negotiate.

So all of the names now are listed at \$30,000. We know that a few of the names are potentially a little bit overpriced. We know a few of our names are definitely underpriced but that put it at a base level now for us to kind of continue to evaluate and then be able to kind of price along, you know, start to be able to fluctuate that price based on market needs.

And then also through that 500 names we are planning to do certain auctions. We have about two to three themed auctions that are set now and we're, you know, continuing to evaluate from our first auction which I'll talk about in just a moment and we have two more auctions set, one for fashion in the new year and then another one for technology about two to three months after that. And then from there we'll determine if we want to keep them on auction or if we want to keep them just at domain - market - super-premium prices.

So from an auction standpoint we had our first dot NYC auction. It just ended on October 27th so that was last week. We had 20 of the 500 names went on auction. It was the NYC living category and we used NameJet as our auction provider. We do want to be able to vet other auction providers and we've been speaking to other auction providers because we don't want to use only

one because there are certain commissions that auction providers can receive and do receive and so we want to be able to spread that among the channels so that we are seen as being fair to all of our providers.

NameJet was our first provider because they were able to do in the timing that we needed and were willing to help take on a lot of the nexus setting that NYC mandates for all of its domain names. So we were excited to do our first auction with them.

Because this was our first auction we put a lot into kind of the outreach in media in order to bring not only the domainer community to the table but to get people and businesses that were in the vertical of NYC living and/or the real estate vertical into the auction to let them know that these domains were there.

Real estate is a hot topic in New York City so we wanted to make sure that these businesses also knew. So one of the outreach methods we had we had a full-page ad in the New York Times in the real estate section the Sunday before the auction started. We did see a lift of bidders. NameJet had pre-bidding going on for all of the names prior to the opening of the auction and through that ad we saw a significant lift in bidders through several of the names so that we know that it was getting out there.

We also did a postcard mailed outreach to a real estate vertical through data that Neustar has through another of its products called Localeze which is search in business listings. Through that data we were able to hone in on the real estate market and in New York City. So we did a postal card outreach to them to let them know that these names are going to be available and to be able to bid.

And then we also had a social strategy with certain blogs that we put out. You know, we had, you know, a Twitter campaign. I think we had a small peg media campaign through Twitter and then we had some Facebook posts,

things of that nature. And then we also did a press release that had - involved the City. So we, you know, had approvals going through the City as well as down through Neustar to announce the fact that the auction was going to happen.

So first results: 19 of the 20 names reached the minimum bid. The minimum bid was 500. And so we had 19 of those 20 that sold which we were very excited about. The highest two sales you can see here. One was real-estate at 21,300. The next was apartments.nyc at 16,155. All of the other 17 domains were between the \$500 minimum bid and about \$5000. So here is a listing and somehow I've missed one name because if you count those names there's 18 there. I can't remember which one I missed but if you really want to know I can - I'll find it for you. But, you know, we felt it was a very successful auction.

On the flip side if you look at this auction, this auction netted right around \$70,000, just a little bit under. Our land rush that happened two years ago was just over 70,000. So a bit different. The highest priced domain during land rush was \$60,000. It was marijuana.nyc. So, you know, and we felt, you know, a lot of the level of effort there.

So themed auctions, you know, whether you can say was it a success, was it not a success, it's something that we're still determining but we were happy with the results so we think it's a success but, you know, again there was a lot of effort that went into it for that amount of money and it's something that is not necessarily sustainable we felt. Because it was the first one we wanted to put a little bit more into it but our next ones will be a little bit more online.

And that was the end. So any questions?

(Don Hollander): So (Don Hollander) here. Two questions: first what did your postcard thing cost approximately and second of all did you engage with the real - media?

So there's several real estate newspapers there. Did you get them to feature this ahead of time that this is an exciting new thing?

(Crystal Peterson): So I will have to get back to you on the cost of the postal campaign, I believe it was in the nature of around \$30,000 but I'm not sure. We did another mail out which ended up being around \$60,000 and this one was a – and that was for another campaign that we had done for something else and this was one smaller amount. So I want to say between \$25,000 and \$30,000 but I will have to get back to you.

In relation to the ads through a lot of the real estate verticals, we contacted a lot of them and there were certain costs involved – certain costs involved in kind of being able to put ads in a lot of those papers. The New York Times ad that we got was – it was also paid for as well but it was through – it was through a partnership that Neustar already had and so we were able to get that into the real estate section versus some of the others where it would have been more out of pocket and not something that we'd already paid for.

Man: So just following up, I understand about the ads, but did you try to get editorial into the industry, real estate industry?

(Crystal Peterson): So we – editorializing like our blogs and stuff like that?

Man: No, as in them covering this as a very interesting story for their readers.

(Crystal Peterson): We did have media outreach through the press release that we put out. We had our PR staff kind of contacting them. They were choosing whether they wanted to push it or not but we were contacting them, yes.

Man: So, (Dick), how many different participants you had or single participants you had in that auction you had for the 20 names?

(Crystal Peterson): So I don't have the total number of bidders, but if you look at the bidders per domain name, there were some names like the two high-priced names, both real estate and departments that had upwards of about 29, I think was the top number that I saw per name. Others had five or six, but most of them had a good amount of bidders so it wasn't just one or two people that were warring the whole time. It was at the end but each of them had some good bidders.

Man: And a second question, what was the city involvement? Was it a quote from the mayor or from the real estate senator or...

(Crystal Peterson): It was not a quote from the mayor. We were going for that, but we had one just distributing - the fact that the city was named in it we have to go through them for approval. And with the CTO actually being in flux, she had left - (Minerva) is who we usually have quoting on our press releases, but because she had left we actually didn't have a quote. But we had attributions from (Jeff Merritt) who also works in the telecommunications. He's actually our direct contact for dotNYC. But he had attributions in there.

(Ronald Tatin): (Ronald Tatin), you did auction these names. What is the renewal price? Is this a normal or is it a premium renewal also?

(Crystal Peterson): Good question. So our launch plan for premiums was high-low meaning we have a higher new create price and then a low and/or standard renewal price so all of these will renew at the wholesale \$20 and most registrars are selling them for about \$40 US.

(Ronald Tatin): (Ronald) again. You know why I'm asking this? We are seeking or try to seek experiences. What would be a bestselling model? Is it easier to sell at a high price and because this is what people are used today, okay, if you talk to some Tyrolean, let's say, hotel owners, you can somehow convince them to spend some thousand euros but then the domain is theirs. And if you want some additional, let's say, €1000 or €2000 a year, you have to put the phone

like this because he's shouting at you. You're a robber or whatever. So what is your thought on this? So I think you answered the question.

(Crystal Peterson): Yes, we did a lot of research. We looked into both methods because both dotMelbourne and dotSydney have the – what we call the high-high method where you have a high new create price and then the renewal price is high. There are other domain extensions that Neustar is the – that Neustar supports through registry platform, that have high-low, some of them have high-high. We've kind of did a take on the market and for the New York City market we felt that the high-low method, which was a little closer to a lot of what the gTLDs are doing, was the best to go out with.

It's what most registrants are used to now just coming from an aftermarket type of buying into kind of the new innovation of tiered pricing in the first place. You know, most registrants are used to paying for renewals at the standard price. That doesn't mean it doesn't work. I talked to some brand registrars who had said that, you know, their customers would be fine paying \$1000 every single year if they knew that's what the price was and that was the domain they wanted, they would pay it, right?

But for kind of the bulk of the sales we felt that having the high-low model for dotNYC was best. Again, I don't have all the stats from Melbourne and Sydney but Melbourne and Sydney have enjoyed some good sales on their premiums through the high-high model so it's not, you know, it's kind of what you feel your market and your region will kind of support.

(Sebastien Ducos): (Sebastien Ducos), as Melbourne and Sydney. Well so the high-high model, let's – these are not – I think that the highest premium is at \$5000, Aussie dollars, which is about \$5 US now. No, so it's – but that's the vast majority are more around \$100, or \$200 Aussie.

The one difference is that – on (unintelligible) it doesn't really make a difference because people might go for a trial. The big difference is on the

renewal obviously. Either the domain has been used and then the person is ready to pay it because that investment, whatever it was, \$200, \$500 is nothing compared to the amount of effort they put into advertising, Website design and Website or the domain hasn't been used.

And in terms of monetizing a domain, in terms of resale value, there's only so many years that you're ready to pay high-high to be able to sell it on because you're not going to make your money. So that's a bit there.

Are we seeing drops in those higher premiums after a year or two? Yes, absolutely. Because the people that invested in it in the first place weren't intending to use it. It gives opportunity maybe for somebody else to go and sell it. There's mixed views to be had with that domainer market. They represent a significant portion of the domain names sold. In Australia we also look after the dotAU. It's an important part of the business. We can't overlook it.

But at the same time these are not the people that are going to develop the image of new gTLD and particularly in a young TLD. They may not have the value that they have. It's a vicious virtual circle. If your TLD has value and is recognized, your domains are going to have value. The domainer are interested and they're going to invest in it because there's value. If there's not, they're not going to follow up. And the creation of that value of that – the value needs to be from both ends.

(Crystal Peterson): Yes.

(Sebastien Ducos): And just waiting on having high price for them to find the value in it is, yes, it's a bit of a gamble.

(Norman): (Norman) from dotQuebec. The premium that you sold high-high, the – how many people percentage that renewed since then?

(Sebastien Ducos): I don't have those figures.

((Crosstalk))

(Sebastien Ducos): I can try to find out for you. I don't have those figures. What I know for a fact is that in – the discussions that we're having about usage, there is a clear correlation between a domain that is being used, there's an email, there's a Website, that is not parked, in that renewal and the ones that are not.

(Norman): And what happened with a domain that was sold high-high at the beginning and they don't renew it? Does it go back to the same high price or it goes to the regular price?

(Sebastien Ducos): No, well, no it goes back to the same – to the same price. These are...

(Norman): High price.

(Sebastien Ducos): ...domains that are advertised as premium and are like that. Now of course by ICANN rules you can then have the price fluctuate, and particularly if you bring it down. But you need to watch, you can't play with your pricing all the time because your registrars are going to lose track.

(Norman): So it was the high price for the rest of the life?

((Crosstalk))

(Sebastien Ducos): ...it does. Now if it stays on the rack for too long at a high price it may be revalued. But in principle – the vision for Melbourne and Sydney has been very much one that says, I'm taking an example here from your list from memory, but brownstone – NYCdotBrownstone is – has a meaning in New York that is very key, that is very localized. It is not – we – as the registry operator have in the new gTLD program an opportunity to reinvent the rule of it on this.

In previous TLDs, that was typically a domain that would have been taken by a domainer and the domainer would have made the money. The vision in Melbourne and Sydney was to say there's no reason we should create – we should give that value to a domainer. We want to keep it. We want to keep it at a high price. Again, by doing that, we are ostracizing the domainer community. In the long run I don't know if it's what we want to do, but right now it is, yes.

Any other questions on this?

(Vena): (Vena), dotIstanbul. I (unintelligible) behind selling some other premium names on auction. Is it for marketing purposes or does it make it more profitable?

(Crystal Peterson): So the – a lot of the reasoning around auctions, one, the city was very keen to do auctions and has been very keen so we wanted to answer to the city's needs and desires around doing auctions. Auctions also provide another way for us to kind of look at the market and have the market help decide on some of the valuation of the names. So while, you know, we use a lot of valuation tools, we use a lot of valuation sources in (AfraNic), (SnapNames), (CEDO), in helping, you know, their professionals to help us value the names, there's nothing like kind of just putting them in the market at an auction and seeing what they go for. Right?

Because again, all of our super premiums are priced at \$30,000. I know some of them are too low. I know some of them are too high. But by taking some of those names and being able to put them in an auction it kind of helps to give us a gauge. So that's kind of where we feel auctions come in too.

But then again, we only have 500 there so we're not planning to, you know, put every single one of our names on auction. It is a small subset because as I was talking with some of our aftermarket partners just yesterday, auctions

are kind of a domainers field too. While we did a lot of effort to get kind of the general public into the auctions, you know, we knew that a lot of the domainer community would be the ones that are bidding on these names.

So in that, yes, it can help to value the names but because we do know it's a domainer community we have to take that into effect too. But it does help.

Man: But the domainer's community – domainers are quite different so we have in the Berlin field we have, let's say, some doctors which have some 20 surgery domain names for – and using them also they are somehow domainers or some real estate companies, they have a lot, but they are using them. And they are really beneficial then to – and to the team. But we call them hobby domainers so not the real investors, which are keen of reselling, but having attraction with names, that's a hobby domainer.

(Crystal Peterson): Yes, agreed. And again that's why we kind of has done a lot of outreach into the real estate market looking for those folks who do build businesses or build online places to be able to buy and sell and/or utilize those real estate domains. So, yes, agreed.

Man: Any other questions? There' – I note that there was two comments online for those that are – there's one from (Jothan) just thanking you for your presentation and another one from (John McCormick) asking if, again, putting premiums or putting some names on premiums if we're limiting the domainer market. And I think that we answered the question, yes, definitely but it's a choice.

(Crystal Peterson): I don't know if I'd fully agree with that.

Man: Oh.

(Crystal Peterson): On the high-high, like you said, you know, I think that potentially takes some, you know, like if you buy a domain for \$100 and you're going to sell it

for \$200, you know, whereas before, before tiered pricing, you were buying it for let's say \$10 or \$20 and you were selling at \$200, yes, that is some margin. But then that's some margin. It doesn't mean that there's not value there. So I think I like to look at it as the registry is looking to participate in that area where previously we were not participating versus trying to take it all from the domainers kind of thing. So I still look at it as participating versus...

(Sebastien Ducos): No, no, you're absolutely right. Sorry. I was a bit tyrannical there. Also we need to acknowledge within the domainer industry various to businesses that are being conducted. One of them is just monetizing the fact that the domain is parked on the advertising that is generated, which is very, very low, and will never make the \$100, \$200 a year of the domain. It does make sense when you have a dotCom because you're going to make the dotCom maybe once or twice over the year, but not at that price.

That part of the domainer business, yes indeed, we are sacrificing a bit. The on sale value of a domain particularly if they put initial value any domain, they put visibility in the domain, if they put (SEO) value in the domain, that still exists and that's still very much still up to grab. There's a lot more work involved in there than there is in parking a domain, but that clearly is not our job as registry operators. And we have to focus on other things. So, no, we're not completely ostracizing the domainer community. Thank you. And sorry.

What that we're going to the next presentation. I'm conscious that I'm pushing everybody through a one block, three-hour session because I feel that we have limited amount of time. If people want to take a five-minute break now we can do that. Yes please? Okay so we will do that and then finish with the last presentation.

Hi, everybody. Can we start again, because we're on a clock, the room has a deadline.

Man: Yes, okay so please sit down. We start with a new topic where we three thought that it's worse to talk about and it affects all of us. The renewals, the one year renewal, two year renewals, a lot of TLDs already have that. And what happens there, and what are the implications, what can we do, how does the renewal work? So in my case in Berlin even if we are in the numbers it really confuses me sometimes what's going on there in the zone file.

And how – what really happens there? So I thought I'd give some ideas and show some patterns of the renewal of the TLDs and I would like to discuss this with you.

So understanding, so next slide please, so the renewals or the renewal day is particular of great importance of us because this is the day where we get a lot of registration renewed and a lot of money is coming into our bank account. And especially for the Geo TLDs, which have a limited market in comparison to other globally targeted TLDs, the renewal days is really greater importance to us than to other TLDs. And that's why understanding of the renewals is quite important.

Next slide please. I tried to put this morning a little bit together. What happens there in many TLDs, I think not all of us have the (unintelligible) dotCom renewal or dotCom cycle of registrations and deletions and so on, but a lot of have this and what we found out, what happens before the renewal day, that's the registrar triggered deletion phase, the registrar is starting 30 days roughly 30 days before the renewal to inform the registrant about the renewal, which comes up and offers to delete or auto-renew the name in most cases or manually renew the name.

So immediately after this sending out by the registrar, we see some names dropping on the first day then the registrars are sending this 30 days before, 14 days before, 7 days before and maybe on the renewal day again. So there's a constant deletion of domains that's the arrow down on the first part.

And these domain names then go out of this zone 30 days later. There is PD is pending delete and then they drop and become free again. And this is also reflected – these patterns are also reflected in the statistics, our statistics, but also statistics that are published.

And could you switch shortly to the next slide? I have a slide from today which amazes me, and for example, dotLondon is, today, just today they have (NTUD) stats, which a lot of us are using, they have 64,000 registrations. But if you see the last sentence upcoming deletions, 7900. And (Namesstop.com) already has subtracted these 7900 names and comes to 55...

((Crosstalk))

Man: Yes, names. So there's a different and there's a difference also to our internal reporting. So numbers can differ quite significantly depending on the statistic tool you're using or your internal statistic. And if you go back, then we have on the renewal day we have that's a very strong day. Normally we have the names are mostly auto-renewed for 45 days. And we have the experience that 90% - roughly - a little bit more of 90% - no, 90% of the names are really auto-renewed and are really also after the 45 days renewed and only 10% of these names really drop, the auto-renew names.

But for the dropped names it means they stay for 45 days in auto-renewal then they drop 30 days in the redemption period and then pending delete that takes 80 days. And we have 80 days before we really see what has happened in the zone. And all the names have, from the renewal days, either have been renewed or new registered or dropped out. So that's a long time.

And that's the third party below; it's not only the renewal day which is really strong but also the first month or two months which are strong. And so the complete renewal of your TLD goes over a period of two months at least,

more three to four months after you finally see the results of your renewal and can really say we have a renewal rate of whatever, 76% or so.

Next slide. Next slide. So this is NYC as example. And I was putting the development from the first day in the top and the renewal or in the last 12 months in the second thing. That is quite interesting. And I don't understand what really happened. Normally it should be after the renewal, yes, after the new registrations catch up and you – before the next renewal you reach higher level than before the first renewal.

(Crystal) isn't...

((Crosstalk))

Man: Oh, maybe it's due to promotions or...

((Crosstalk))

Man: Yes, first day promotions, yes.

(Crystal Peterson): This is Crystal from Neustar and for dotNYC. Yes, some of that drop would have been February, yes, that would have been right around the time in October and November of 2015 we did some first-year promotion. So it was actually the first time that the price dropped. We did a co-marketing promotions and some price reduction promotions with registrars, and a lot of the domains were either half-price or \$12.99 instead of the \$29.99 to \$39.99. So that drop would have been some of – because renewals came in at the higher rate.

So we saw similar six years ago but we saw similar in dotCo as well, the very first time that we dropped the price and had a price reduction program, the renewals were a little bit lower but then it steadied itself out and went back up to, you know, a normal rate.

Man: Crystal, in other words, if you're doing a promotions let's say a price reduction you are losing 90% of the – or what is the renewal rate of these – so would you propose doing such renewal – such promotions? If you're losing 100% you can say forget it, don't do it, yes? So we want to learn from the experience. This is why I'm asking this question.

(Crystal Peterson): Yes. So it's not 100%. And agreed, yes, if we did a price reduction and 100% then dropped back out, not worth it. The renewal rate was a bit lower and I'm kind of thinking back so through some of the reports so give me a second. Our standard renewal rate is anywhere from about 68% to 72% on regular domains. So the renewal rate dropped to I think somewhere around – between 50% and 56% depending on the month and day which technically is about an average first time renewal rate.

So it didn't really drop too much below that. But that did affect the renewal rate price. So with the increase in domains, it still netted out a good program because it didn't drop down to 10%, it didn't drop down to 2%.

Man: And a question related to that, you said you did a price reduction, let's say from \$30 to \$15 so at about 50%. Have you any experience if you did a price drop to let's say \$3? What would be the figures then? Would it be larger drop rates or?

(Crystal Peterson): Yes, so we did some price testing with a couple different registrars, one very large registrar, who I'm sure you can think of who that is, and then some other registrars that were – are bigger in the NYC market even if they're not, you know, large registrars globally.

And we did several different price points. We had the wholesale price for dotNYC is \$20 so I think we did a \$12, a \$10 and a \$5. And so – and in each step down so the retail price ended up being I think it was \$19.99 off of the

\$12; it was \$12.99 - \$10.99 to \$12.99, they actually tested two price points within that at the \$10. And then at \$5 it was \$7.99.

And there were more – at the \$7.99 price point there were more domains sold but the drop off rate was a little bit more. And this was a year in testing so we actually started the testing early and then we came back to it a year later and said, okay, you know, really what did we get?

So there was the drop off in margin. So do the new-creates make up for the margin that you receive on the new domains? So that was one of the things that we looked at, and then also the renewals a year later. And we actually found that \$10 wholesale, but like right around that \$10.99 or \$12.99 price point was kind of the best. The higher one it was okay, the margin was higher. Excuse me, the renewal rate was higher but the margin – it was kind of that was the elastic point.

The \$10.99 to \$12.99 price point, the new-creates you had enough new-creates to make up for the margin and the renewal rate dropped off into about the average. The lower price points you didn't quite have enough new-creates to make up for that margin you were losing and the renewal rate was lower because from a \$7.99 to a \$39.99 price point is a little bit harder. So like kind of that middle ground is where we found was dotNYC's sweet spot. Other domains have other sweet spots that are a little bit lower or higher depending, but that's what we found for dotNYC.

Man: I'm going to switch to the next slide. I have a few examples, be a short presentation. London should be the same case. I think there's no one from London here but I guess this was – is also a promotion thing there. But if I see at the very end you see that sharp drop of 7000 – 7000? Yes, 7000 names so they might really have a sharp drop there as well. This is the second year renewal then. And, yes, that's – there's no explanation at the moment. But it's a similar – looks like a similar pattern.

Next slide please. Yes, in Berlin we destroyed everything with a chart with the strong – the promotion we had for zero euros and, yes, 98% or so have been deleted so that was an expensive at the end of the day experience. I would never do that again. So could we...

((Crosstalk))

Man: ...next slide. Then dotTokyo looks like for me like a really healthy grow over the time. We have the – I think the two years renewal now starting?

((Crosstalk))

Man: Yes, okay. It dropped but it looks like that the drop is compensated over the...

((Crosstalk))

Man: Yes, is compensated over time. Next slide please. Then we have Hamburg and Cologne, which have a very, oh, yes, sorry?

(Crystal Peterson): This is Crystal from dotNYC. And I think he just mentioned that the lady from dotTokyo left but in the last slide I'm wondering if it was January 2016, which that should be coming up soon. That looks like a price...

Man: Yes.

(Crystal Peterson): ...a price promotion that happened because there was a big raise. And I wonder if this October and November is kind of the foreshadowing there. I would just be interested to know...

Man: Yes, so that's...

((Crosstalk))

(Crystal Peterson): ...you know, kind of question on file is, you know, kind of what has she seen - or they seen from the Tokyo?

Man: Yes, we'll see those results in Copenhagen I guess will be right...

((Crosstalk))

Man: Yes, that's – I think it's important also to follow up these patterns and see what happens in all our TLDs and have a comparison. Yes.

Man: Just a short term (unintelligible) it's interesting to see these patterns. It would be interesting what can we do against – okay, New York is also suffering, it's fine but it doesn't really help me. We should learn from each other what can we do avoid these patterns or to better go around that we do not experience this obvious drops in total numbers.

Man: Yes. Okay...

((Crosstalk))

(Crystal Peterson): Just one more comment that – Crystal again from dotNYC. I think – I think there's two things that we would want to look at because I know internally a lot of what we look at is names under management, but then there's also the revenue side too, right, which we're all here for as well. And we have found sometimes that even if the names under management suffers in the short term, that revenue generation worked. And so the – it worked. So while, you know, the grass may not be as pretty, that was still a very successful program.

So kind of looking at, you know, what is it that we want and kind of learning from each other that way too I think is helpful.

Man: Hamburg and Cologne and on the next slide I have to show what really happens with that scheme I presented in the second slide. The first arrow is the arrow of the registrar information to registrants. And then we have the renewal day in Cologne 2014. Then we have the 30-days drop, which might be then the drop of the people who deleted the domain name the last day. And this name dropped out of the zone after 30 or 35 days, I'm not sure how that statistic measures the pending delete phase, the five days. I don't know. You know?

Man: Yes, sorry, I can work on this a bit. So we've done a lot of work, not specifically in the geos, but with some of our open TLDs. I have two in the back there but they just left. dotBuild and dotMenu, for example, that were early TLDs, there were people that the operators were not people from the industry so there was a lot of learning and working with them.

So and this is where the work that (Sid) presented can also be interesting. What you see in the domain name reaching expiry a few weeks or days before expiry, registrars obviously are contacting the registrant trying to get a renewal out of them. And some registrar, as a policy, and this is particularly the ones that are very involved with the ccTLDs, will have a tendency to say my customer hasn't renewed, I'm going to delete the domain. I'm going to stop right now because this is what happens in CC.

In CC if you haven't renewed on renewal the domain is on a path to be gone. And they'll behave like that. It's a lot of the brand registrar, brand protection registrar, the people that have a sort the bigger margins there. They just cut it off.

You have a number of registrars and usually the more broad market of registrars that will then convert the domain and park it under their own page. It sends a signal to the registrant to say hey, there's a problem with your domain here, your Website is no longer resolving, nothing is working. You're on a parking page. That says if you're the registrant for this domain click here

to renew and you can think exactly which registrar we're talking about. It's quite clear.

You can see that in your zone file because certainly the name servers for that domain have changed and from being a hoster name server to become a registrar name server. They've taken possession of the domain, parked it and are waiting for the registrant to renew it.

Usually they let that go for about 30-35 days, 40 – they don't want to go too close to the 45 days because then they risk having a de-sync problem or something like that and being charged for that domain that they know they're not going to be able to renew. So they put a little buffer, and that might be the 30-35 days.

Then afterwards a domain actually if it's really valuable might go onto an aftermarket and etcetera so it's renewed but by the registrar, by a third party that wants to use it for an aftermarket. So that's why the 30-35 days.

If you do the monitoring of your domains you'll see, again, that there's a number of domains that never lose their connection, that keep on the same pointing in the same direction depending on the registrar. And you need to check because some of the registrars are not as pro as others. Depending on the registrar, you don't see that shift on let's say renewal date or renewal plus a week, that means that the domain has been renewed. That the registrar has the cash for it and will let it go.

They will still monetize, they will still wait 45 days. They're not going to tell you because that means for a month and a half they've got the cash flow, they don't have to pay you for it. So they're happy to let it go. But the domain is renewed and you can be pretty secure.

If the domain at the time of renewal have shifted and afterwards hasn't gone back to where it was it's a domain that hasn't been renewed. And the longer that is the more assured you can be that it's not going to be renewed.

Not looking at it, not paying attention, not coming back to registrar saying I want it back. The domain is going to go. And then at some point indeed it's going to disappear altogether.

Man 2: Yes. Can we have the next slide? Yes?

Man 3: I just want to...

Man 2: (Unintelligible) in 2015.

Man 1: Sorry (unintelligible).

Man 3: I just want - I just came an interesting stat on NTLE stacks they said that percentage of backed new gTLDs just zoomed up to over 65%. So that's a greater concern that we're looking at as, you know, based on the graphs you're saying that a lot of the new gTLDs like ccTLDs they're registrants are not ending up renewing them even if they're not doing zero pricing renewals. So they're a greater concern that we're looking at and this is some NTLE stats as well. So over the last week 3 million domains have just got backed new gTLDs so interesting stat.

Man 1: I think that was due to unit registry deleting...

Man 3: Yes, but I'm just saying that 65% of the...

((Crosstalk))

Man 2: Yes, yes, yes. Yes and the pattern in Cologne was different so that in 2015 but we didn't have the full picture there. I think that we come in next drop

there but it seems to have been smoothed over the time. Okay and I have a last slide on this we make. I need to explain (unintelligible). Is this (unintelligible). And what happens there is the first page we have a lot of renewals coming in and the second page I'm saying it's all (unintelligible).

And I want to know what happens when the (unintelligible) renewals. And (unintelligible) saying the other ones are (unintelligible). And where are they (unintelligible) or not or if they believe it when are they believe it? And we'll have to stand on that guiltiness in the first week some deletions maybe the people became aware and (unintelligible) renewed. (Unintelligible). So they (unintelligible).

Man: Sir can you grab a mic. We...

Woman: (Unintelligible) people online that are saying they can't hear you so (unintelligible).

((Crosstalk))

Man 2: Check, check, check. Okay and then we saw when to the outer renewals come in maybe they're - that was quite interesting to see. Here a week before, ten days before or 14 days before we had a peak in auto renewal deletions so refunds we have to pay the black ones here.

And on the very last - I think on the very last day the majority of the outer renewals had been cancelled so that these ten or ten or 12 or something percent we have in the first year on the very last day. I'm really angry about registrars having a domain name for 45 days longer. They can use it and we pay for it. And I don't find this there. Okay.

Man 1: Sorry, don't find it fair but let's and learning and this is also - (Dick)'s presentation is also to rethread again the discussion about benchmarking,

having signs behind it and learning from each other. Do check, do monitor what this own file does because all that information is in the zone file.

You will see these things being delegated with a shift delegated through the registrar. Not all registrars react like that. This had got a big impact because it's actually a very big registrar that is doing that. If they're doing it on the 45th day it's because they're absolutely assured to be in perfect synch with you. They can take the risk until the very last moment because they're quite professional about it. Not all registrars have got that capacity. I used to be a registrar. I can tell you that synching issues with a registry are an absolute nightmare.

We need to learn from that. We need to check what it - what - their behavior and preempt it. Sadly enough there's not much that we can do in terms of protecting ourselves from it. This is a behavior that's going to exist but indeed we need to be aware because otherwise we get bad surprises.

Man: Yes. Could you just explain to me why you want to prevent that behavior or what's - where's the problem?

Man 2: I think 45 days are long period and what - it's really the majority of registrars is missed using this period. They are misusing and given the registrant yes okay. But at the end of the day we are paying as (res).

Man: (Unintelligible).

Man 2: Now yes maybe the domain names that are in the zone at this time.

Man: Not really?

Man 2: But I can't - it's not getting free. Yes.

Man: (Unintelligible).

Man: What do we actually pay? What do we pay? I mean, the 35 cents to ICANN? What's the registry service provider? But, you know, if he wasn't in there does the registry service provider will adjust his prices otherwise so he will - can't be the same price.

Man 1: So as a registry so (Sebastian) because as a registry service provider and particularly as an DNS provider I'm paying for it the 45 days I'm servicing it. But you're right as a registry operator it doesn't change the way you buy domain years and you don't buy more if it goes through 45 days. It doesn't make a bit of a difference.

It does make a difference in terms of your own perception of your TLD and your being able to manage that because until the last moment you don't know if these domains are in or out. If you're not looking at the delegation, if you're not looking at the way they that delegation may have changed over time you don't know if you can count them in or out.

So in terms of looking after your own cash flow it's an important difference. But as long as you have never counted them in you can't go wrong. And if you're looking and checking then you should be aware of what's going on, yes.

Man 2: And this is only with a few registrars which have this behavior. It's with the out with the - at grace period of five days I think you can only have 10% of these domain names refunded or something like that. That would be good idea to have in this auto renew period also maybe maximum 10% of your auto renewed name can be refunded or something like this. That would be like the at grace period. But, look, I don't want to open this discussion here.

Woman: (Unintelligible) one topic online? (John McCormick) had a question from online. (Dopler Lens) seems to have renewal rates similar to the ccTLDs. It's very strong. Is this partially due to brand protection of .de domains?

Man: No. No. Well...

Man 1: Any other good question on this? That concludes the presentation part of our session. What I wanted to do now I just see that (Alexander) walked into the room and had asked for a presentation. If we may let's go through the end of the agenda as faster we go and then I'll give you the mic right after...

Man: Okay.

Man 1: ...just because we've got a limited amount of time and I don't want to go over. So this next portion we had intended to talk about the work of the group and the working groups, because we only started the working groups and two of them that could have potentially been reporting we only started them a month ago. There's actually not much to respond to report. So we're going to keep it very brief.

The update on the working group in discussion with the GAC I'm part of. We're basically only now starting that conversation with the GAC. Our aim is to be able to present to the GAC in Copenhagen for the first time and we're trying to figure out what sort of time slot we can have when they're ready to discuss, if we need to discuss with a particular working group on their end or the whole plenary session and so on and so forth.

In particular we wanted to discuss with them so I don't know how that came twice. In particular we wanted to discuss with them and with the working group who is basically putting a flag on the whole world delimiting what could be a registered domain or not. Just for reference having discussed that privately with the people on the GAC that are pushing that agenda and let's say that they come from the general area of South America in general the ones with that strong agenda, this is not a measure that is particularly targeted at us. It's a measure that is more targeted at the IP constituency and the few problems they had there, the two problems they had there.

It is for us to understand what that problem is to make sure that we are able to continuing doing the things that we need to do. It is for us also to realize that we're part of a community, the GAC is part of a community. You know, if you can (unintelligible) see is part of the community. And we need to make sure that we work in a way that works for the community in general, might not want to take sides completely here either way and find ourselves in the middle of a battle that is a bit bigger than us. But at least if we understand and know where people's motivations are we might be in a very good position to negotiate that.

The second discussion I'm going to keep it quick if I may (Dirk) -- and stop me if you don't want me to -- is about the key performance indicators. So we started that conversation in Vienna. I'd like - I mean I'm getting at a bit of a loss as to how we should hold that conversation. On the one end I think that everybody is running their own stats in their own way. I'd like to find a way for all these stats to be shared. I'd like to find a way where we all agree on a number of indicators to be shared. We could review them again and maybe that's what we should do here. My only problem with that is that we're getting a bit late in the day.

Man 2: Or we put them on our Google directory there and everybody can edit his process, registrar the number of inhabitants and what's ever in the statistics. So that will be the easiest way to keep it updated.

Man: Yes.

Man: Just maybe one thing is that to make a template so everybody are going on the same days because see graphics there and we cannot refer to other ones. So we have to standardize a template, give this to everybody and give the data back.

Man 1: We can work on templates. We can work on the gathering the data that we think is important. And I'm happy to correct. Just know that data is relevant over time and over time only starts when we start giving the data. The longer we take in gathering that data the longer it will take for us to make sense out of it. I would like a commitment from everybody that we will - and we'll come up with a template and we'll communicate on that...

Woman: Right.

Man 1: ...that we will have at least that first round of data ready to review in Copenhagen that for that at least that first benchmark of data we'll have in Copenhagen and we'll have something that we can talk about there. Don and then...

(Don): So some of you are ccTLDs and for many years a number of ccTLDs have been involved in benchmarking amongst themselves. So you might want to see the sorts of things that they've been...

Man 1: Again as examples we've looked and spoken with a (unintelligible) close to (unintelligible) from center who have fantastic data and are - we've been in discussion with Patrick Myles who's behind that data. And one of the problems that we have is that it actually is proprietary. It belongs to Center. And as much as they're ready to discuss about it sharing just like that the raw data is not always feasible. But we're - I'm - it's definitely an agenda I'm pushing, yes.

Man: So at least you can ask the same questions.

Man 1: Yes absolutely. And again huge learning there because they've been doing it for many years and know what are relevant questions from one (unintelligible), yes.

Man: What we have - (Ronald) from that I mean we have to keep in mind if you want to let's say get key performance indicators that are comparable over regions, comparable over cities, whatever. We have to provide similar numbers. So if a registry decides to let's say register 12,000 domain names for premium, lending pages and then has 30,000 domain names which means it has 18,000 under management that are really sold if they give in the 30,000 which is what NTLD status is not that a valid information as if you had - I have 12,000 or 18,000 registered to end customers.

So if we really want to compare we have to compared apples by apples and whatever, beans by beans or so yes which means transparency between all of us that are interested in these things. So let's say we have 500 domain names registered to the city that are not used I will have to remove these 500 and having 500 less than if they're in an NTLD stats or whatever. So I think we have to discuss and agree with this otherwise we can use the NTLD stats data which we do not know what is in there.

Man 2: Especially yes price promotion have a - could have a big effect what we have seen there. And it's - I think it's a total mess to sort out these price promotion domain names from the other ones especially if they are renewed for a second year or something like this. I don't have the tables in (Exelcor) somewhere to sort this out. I wouldn't have it - have the table to sort it out.

Man 1: Yes so, again we're not about - this is not a competition but it is about the fight seeing a outlier, seeing a disruption in stats trying to understand what's behind trying to understand what we can learn. So we'll try again - we'll try best to have a template that is easy to understand, easy to fill but please don't wait until two days before (unintelligible) and to fill it in because you'll have a very angry manager. Yes let's - I'm not going to put a clock on you before I put a clock on myself. So let's first create the template but then we'll do and we'll chase it.

Last I'll open the mic up between (Do) and (Dick) maybe to talk about or to complete. So we discussed this in Vienna. We have ideas and things that we want to do in terms of sorry, universal acceptance.

What I'd like to make sure as a group first of all is that we're - don't redo the work that somebody has done. That's silly. Second that we don't come with brilliant ideas to the rest of the community when the rest of the community has already either found the solution or found that it wasn't a problem because we'll look like idiots. Let's not do that. So I've asked (Don) to join us and see maybe in terms of universal acceptance what is that. I think that you had a name for it auto link in. The Linkification...

Man: Linkification.

Man 1: Linkification. And see how it fits what we're talking about. Are we talking about the same thing? And if we are how can we push that agenda together

(Don): So thanks very much. So I met with this group in Amsterdam earlier this year and I'd like to follow so I have my own agenda where you talk about Linkification. Is it possible to bring up a browser and somebody go to usagdottech? And while that's happening can I ask my questions?

So in Amsterdam I introduced myself and the UASG group and told you about some of the work that we're doing. And I asked if you could reach out to your local software community and raise the universal awareness issue with them. And I'm just wondering if anybody did that and if you did what were the results? So that's my first question.

Man 2: So in Berlin we tried to reach out to the community, not tried. We reach out to the community and trying to get some attention on coding conferences and something like this which we have a lot of tech conferences in Berlin. And the organizers weren't interested at all. We could buy a slot or something like this

or do some - give some information in the baggage or so but everything costs.

And that was a bad experience from our side because we thought the people should be interested. And we have - don't have a commercial interest in that we made it clear that we are not standing for Berlin. We're standing for all the new TLDs when we present something there but it didn't work out.

Man 1: Okay so that's Berlin. Anybody else do anything? Remember these? So there are more of these available at the GDD desk downstairs if you want to take some home. And there are soft copies. So if you could scroll down here and then I'll - we'll come to Linkification, no problems.

And just a little bit further is a black thing it says View All Documents if you could click that and just scroll down on the - a little bit higher up, sorry. Thank you very much. So these are the documents that we've been developing. Just to remind people universal acceptance is the idea that all applications treat all domain names and email addresses equally well.

And the reality of the world is IDNs are not well served so that has an impact on dot(mospo) certainly and whoever else might and new TLDs of any length. But the longer the name the harder it is to resolve. So we did some evaluation of acceptance of about eight or ten different email addresses and we got somewhere around 90% acceptance for a .new short TLD down to about 3% acceptance for an email address that was (Unicode) at so it was (tie@tie.tie). So we have a - some idea of the scale of the opportunity.

What we would like to do to work with this community is to continue to encourage you to reach out to your software community. And (Dirk) if you have - if you're seeing some conference in Germany in Berlin saying yes but if he's out some money we can give you a slot we'd be happy to consider that. We have some criteria that we use for participating in conferences.

We participated in a conference last year or earlier this year. We paid to play. We learned from it so we have more - so I'm saying if we're going to be able to reach our target market then we would be happy to consider that. Does that help? Yes?

Man 2: That would help. Are you on the Web summit in (Lis Bor) in the next week which is I think one of the biggest tech conferences worldwide?

(Don): So no. And one of our issues is we're trying to get ourselves together. And that is one of the areas that we just haven't addressed yet is to identify conferences, figure out which ones we want to be at and how we want to be there. We had for - we had somebody at a unit - so there's a unit code conference happening right at the moment. There's somebody there in interest in UA that we're talking to people.

Somebody said, "Oh, can you do a lighting talk?" He said, "Oh, do we have some - a standard slide deck?" I said, "Yes we do." So the outreach is a big issue for us. Our focus has been getting this documentation right. So when you talk to CIOs a year ago they say, "Okay, I got it. Where do I go for more information? The answer was nowhere.

So now we have I think very good documentation, well received, well regarded and available in many languages. And if there's a language that you want that's not included let us know. But what we're keen to do is leverage your relationship with your communities to raise the issue.

And we accept that conference organizers are commercial ventures and not everything is ICANN right? So and if that's what it takes then that's fine but we don't have a huge but it - we have money and we're happy to do that.

Man: And I think that - and we discussed that outside of your presentation in Amsterdam. We - I think that you're talking - when you're talking conferences it can be those bigger ones then we have to pay in. There's also a lot of very,

very small conferences and it might be three hours in an evening on very special topics. The developer of Ruby on Rails, the developers of PHP, the developers who gather just because that part of the industry is a lot of guys working by themselves and they need that mingling learning from each other. And it would be talks and these sorts of things where, and you said it jokingly but where essentially participation might be as low as beer money.

(Don): Yes. So I wasn't joking but it - but that's how they work. And one of our channels is professional society so the computer society of this or the software society of that. And we have - we're developing four or five standard editorial content, what is UA, what is EIA software hacks -- that sort of stuff that we can get put into some of these things. But yes the big conferences maybe but my preference is the, you know, buy them some beer or curry or tea or whatever works for you.

Man 1: Did you want to take 5 minutes to talk about the Linkification maybe so that we can have our part of the agenda too (Don)?

(Don): Yes so let me just show you down there towards - anyway UASG 010 Quick Guide to Linkification. So if you can click on that that gives you some ideas of what we've done and been thinking about on this idea what you call it auto complete and we call it Linkification. And we have a project planned for so we'll put it out for big after this meeting for people to look at the top messaging applications and the top social media applications to see how UA ready they are with respect to Linkification.

So this is - it's not as pretty as this but this tells you the sorts of things that we think should be done. And if you read it and you say, "Oh, actually I think it's something else then let us know." But we had a couple of working sessions. We had a small working group who went through it and this is what they came up with.

Man 1: So for those who weren't there in Vienna the idea would be to claim word dot word to claim anything that is basically separate only by dot as their domain. Should we go and push these companies to say, "Every time you recognize that sort of pattern consider it as a domain Don't worry too much about the fact that it might not be a .com that you recognize but it's a domain I'm telling you," or what levels do we need to push there?

I don't want to spend too much time. I've very conscious of the fact that we've got ten minutes left. But so let's review this and talk this week, come back and see how we - where the differences are, where we're wrong where you are wrong. And I assume that it's all on the other side. No, but where we can have a common message and make sure that we're not reinventing the wheel on this one.

Man: Yes.

Man 2: I think our approach of having word .word recognized as a domain name like you have it in .com or de is more going to universal awareness instead of universal acceptance. So that's the aim. We are going to see if you see taxidotmelbourne. People should instantly think that's a domain name.

(Don): So we think that the software developers are more clear than that and that they actually are checking that second name to see if it is a valid name.

Man 1: And there's a - I don't know if you're actually are of this but there is - I don't know how wide a market they have. There is a company that sells hair products that's called Kevin Murphy and actually markets them - well first of all Kevin Murphy's funny because in our industry is a known name but marks itself as kevindotmurphy. Obviously there is no .murphy.

This would be a counter example where - but where do we actually impose ourselves here as an industry saying "What a second, you're doing

something, it's all find but go and buy that domain 'cause what you're doing here is trespassing on something that already exists. That's a domain name."

And there's an example I've found just looking around the city in just walking around examples of people that use that .link not meaning anything that has to do with domains. And clearly it causes no problem to anybody because the public today doesn't recognize that as something that potentially is domain name. What I'd like to make sure is that we change that shift. And then suddenly when you're doing that fine but then understand that you mean something of a bigger maybe enter that world and go buy yourself a .murphy.

Man 2: And what sometimes happens people use that vanity domain names that aren't existing and they advertise them. And suddenly they come into existence but the owners don't know and someone is grabbing the name.

Man 1: Can we go back to the agenda because I think that that closes the session? I've got ten minutes to go through.

Man: (Unintelligible).

Man 1: Yes so we tomorrow are going to participate for the first time in the Registry Stakeholder Group.

Woman: Sunday.

Man 1: Sunday, sorry, as a new member. So we'll ask for the membership. I've already mentioned this. I'm not going to spend too much time on it. If right now they raise no group message that we have for the Registry Stakeholder Group apart from a please let us in. We may want to prepare for Sunday something about that Linkification and how we - so let's discuss that.

One questions I've received from the ICANN secretariats with regards to our sessions historically we've done sessions four hours right before ICANN, the

day before ICANN, that Sunday afternoon with four hours. It is becoming more and more complicated to get a block that is that long. This time we've got only three. One of the suggestions they have is actually displayed in two - into two two hour sessions.

We could very easily make an agenda where we have one two hour session for the internal cuisine of this group, the housekeeping, the any other business. And another session that we could have as an open session where we do all our presentation and discussion and marketing. How comfortable and have a think. You know, I don't need an answer now but have a think also with the other interactions that you have been doing this week and the other days that you're busy. How comfortable would you be to have a 2 hour session on the day prior to ICANN and a two hour session later on or to come here two days early, have a (geo) session and then go to - work with ICANN? At some point that doesn't work for traveling reasons, doesn't work for ICANN too because they start their show at some point. You know, they - we can't come an hour - a week earlier and then expect the show to exist.

So how comfortable are you? I don't need the answer now but please come and see me during the week. I'd like to understand who for example is now blocked for the next two days because ccNSO. Who's blocked for other reasons like that and when do you start getting freed again? That's one thing.

The second thing we sent was it last week a press release two weeks ago in English or what a Frenchman is attempting to present as English. The press release has been put on a number of seats. If you have local seats partners and et cetera please send it away. (Norma) translated that into French and so it exists in a French version for the French speakers. (Y-yes).

If that needs to be done in other languages please feel free to go and translate it. We have only the capacity of what we have obtained the three of us. Apparently we discussed that in Germany there's no particular need. They were happen to receive that in English but, you know, see if they can

(commit it). If you do translate it please send it back to us because then we'll put it also on the Web site and share that -- the more the merrier.

Last subject and then afterwards you get the mic is the TMCH. They've approached this now. I've got four different people chasing me on this. I have come up with an idea for a product that - and I haven't met them yet so I'm not going to call it the donuts - what was it called again -- the acronym fails me -- a product whereby they would be offering to people that register into TMCH some kind of a protection, the multi - a multi TLD protection scheme where I bought my TMCH registration.

I have no intention of buying 20 different domains and 20 different TLDs but I'd be very interested to pay somebody to block it. I'll speak to them tomorrow. (Peter) spoke to them earlier this afternoon. You will see them. They're interested in talking to us to see how we would as a group offer a group package on this. Obviously I'm not going to take any decisions without bringing back to you guys. I just want to share that.

I'd like - I personally would like to see more utilization than blockage. So I'm not here to promote these blocks but it could be a quid pro quo where they're able to sell the blocks if at the same time they're also able to see a package where you would buy my brand all over our gTLDs. That answers a world of pain 'cause how would we bill and registrars and et cetera? But these again (champaign) problems that discuss that the day we have somebody that wants 23 TLDs at the same time. But I'd like to discuss that.

Any other subject questions topics from anybody else? And if we don't I promised (Alexander) the mic quickly to discuss a project that he has for a subsequent future round. I'll lead you to do that.

(Alexander): Okay yes sorry that I'm late. I'm freshly from the airport after 24 hours of (hard driver). The - most of you know me probably. (Dirk) and me we founded .Berlin in 2005. And in 2009 I created the community applicant for .K which is

still in contention. And in 2010 I had - I asked myself which other community would deserve domain name and the domain name which they can use as something they could trust labor. .gay for example is a trust labor. And the idea was dotUSA, United States of America which obviously in 2011 then was a very bad idea because ICANN blocked all ISO 3166 IFL 3 court elements and they also blocked country and territory names in their short forms and the well-known kind of names of a country. So USA is all of that. So that was impossible. The project had to be stopped.

Half a year ago I picked it up again. Over the time I thought a lot about it but half a year ago I picked up again and I created a business plan how a .usa could be applied for in a way that it makes the most sense. And the - there is some problems of course. First you have the current block and the applicant guidebook. So obviously this has to go otherwise it wouldn't work.

Second you have string similarity to the ccTLD of the United States .us. It's almost identical. So my opinion is 3166 after three courts would be eligible. My personal opinion I'm lobbying for that currently. The respective CCT manager should provide a letter of non-objection like the government, not just the government but the CCT operator as well because if the CCT operator doesn't want it I think it's a bad start from the get go.

So other words if an indicator of .us the current registry is Neustar -- at least until 2017. If they or whoever is the registry they would be most likely the RSP. Nothing else would work. The ownership .gay is 2/3 non-profit. So I thought okay in this case the best would be probably to go 100% non-profit.

And I'm an advocate against 100% nonprofit because most nonprofits just create enough revenue to pay business class tickets to ICANN flat. But in this case I thought if the owners of the registry are business organizations and they are the authenticators .usa would be evaluated top level domain. Registrant isn't there. The registrants are authenticated and registrants can only be businesses so it's a business TLD. If the business organizations or

the owners get the profits proportionally to the amount of domain names that they authenticate, then they have an incentive to reach out to the membership and say, "Hey guys the United States has its own TLD now.

It's a clean space. Only companies can register it or businesses entities can register it. They are validated and will reduce spam, scam, phishing and whatnot that's out there because law enforcement can approach those people."

And it will help the United States to tackle the trade deficit; keeps and brings back business into the United States. Plus of course it's a thing of pride for the United States.

So that's kind of the most basic outline for our – for this project. Obviously the government has to agree – the – which is in this case the DOC and they will ask the NTIA.

And for the American government it's probably also much easier to give this permission to an entity that represents the constituency, in this case the business constituency and not just some private operator like it happened and the building case was not brilliant.

There's a lot of questions around it and there's a lot of details in it. And it's now at 16:47 here so you probably want to move on to your next meetings. But this is kind of the general project I'm starting and I'm looking for partners.

Man 1: Thank you (Alexander). Meet (Crystal Peterson) who looks after Dot US for Neustar. I'm sure you have a lot to discuss. Yes. So a note on your first comment about the – being able to register a Dot USA.

We have been in discussions also and did – these are preliminary discussions with the PGP working on the subsequent procedures. Our shared view here between the three of us is if we were able to start without changing

anything in the Applicant Guidebook, to be able to start tomorrow let's keep it simple because it's not great.

It's not fantastic. It's got pitfalls but at least these are pitfalls that we know and that we can circumvent because we've done it already once. If there was a few things to change there are definitely a few things that need – that could be changed with the geo TLD and applying what has been agreed for the country names.

So for example we can't register country names as second level unless we have authorization from the local ccTLD and from the local GAC member representing the government in this constituency.

We could apply that sort of rule for anything afterwards and make it - as long as the U.S. government and the U.S. ccTLD which happens to be both the same entity agree to it why not?

(Alexander): But it's already in Applicant Guidebook. Everything that you can find somewhere in some corner in ISO 3166 has to get a permission. That's why Tata had to go and then...

Man 1: Yes.

(Alexander): ...try it but they don't yet have – that's why (Bower) had to go through...

Man 1: But this is for what is recognized as geos. It – but at country level you couldn't either. You could not register a Dot India.

(Alexander): Yes.

Man 1: That wasn't feasible and it's not even feasible for the Indian government. They can create a pilot and – in local and the Hindi. In IDN you could have your country name as an IDN.

You can't have your country name as an (unintelligible). It doesn't exist so we could imagine that. We could imagine that indeed. We'd like to discuss that.

Our first priority - and this is also something we need to share with the group but our first priority is it's - keep it simple in order to be able to proceed because reinventing the wheel on all these things is going to add one/two/three years to the whole program.

Or - and so let's just, you know, bite it and keep it in which case you - your project is not going to go very far. Or do we want to go and lobby and - that's why you went there but that's why we're opening discussions with the GAC.

That's why we're opening discussions to try to see and measure what - the risk and the delay and then weigh it out and if it turns out that there is a gate there that we can go and pass let's go and pass it. Absolutely.

(Alexander): Yes so regarding keep it simple there is a Cross Community Working Group for territory and country names and they are also covering the 3166 and I'm obviously a member on there.

And they're discussing very slowly in circles and they are not discussing the real item, and they tried to make it really complicated. And what happened is that obviously in the last jaunt GAC kind of get the hint and said, "We don't want to have those names in the - in this application round and for the next application round the ccNSO should be tasked to look into it."

And that's how this group emerged so GAC is obviously after - to find a solution. The ccNSO is after - to not find really a solution because they don't like those names, and the GNSO is obviously very much behind it to have everything available and as possible without any restrictions, which is also not working.

So they have different groups who are working in different directions and that makes it complicated so...

Man 1: Welcome to ICANN. It's – yes. No but it's exactly that. So again we don't have the army of lobbyists here to represent geos on all fronts but we need – we definitely recognize the problem and it's something that we'd like to discuss.

We have - early on in this year part of our agenda was actually to the – we presented a membership and said, "As a group should we be working and chasing subsequent procedure?"

It was agreed that we needed to focus on things that were more internal to the group. We're changing – this is one of the reasons where we're changing a bit of what do we take on board as a group as a - as an ExCom and name of the group and how – and what are we going to develop as working groups within?

Sorry it's getting late and I'm babbling here. If you want to take this on board as a working group within our – let's go and do this. There's only so much we can do.

There's only so much bandwidth that we have. I think that there is something that is interesting for a lot of us. Not all of our members -- watch out -- are people that are looking for subsequent procedures.

Some of them are attached to that one city that they have or that one region that they have. They don't have any mandate to go any further. A lot of us do have – on – it's like their interest in seeing another round and let's go ahead and discuss.

But we need to be - again how much are we willing to break existing? How much are we willing to take what is existing? I - personally having looked at it

for a while I think that there's ways of changing the AGB without completely reinventing the wheel to be able to do these things, but again as you said there's many people and there's - people are a lot louder and a lot richer for us – it – than us to be able to pass on their voice that are defending that.

And, you know, without naming them like for example the (ipecatex) constituency yes are very loud about having it open to everything and do whatever they want.

And there's – a lot of people are being very protective because they're a bit scared about that.

(Alexander): Well I think that for the round of us here high hurdles are good so if for example the CCG – the manager has to agree and it sounds like horrific for us and you think, "Oh my God," and never want to have to comment.

But if the hurdles are low then companies like, I don't know, Donuts, Affilias and Minds and Machines, Rightside who will try to blanket all cities in the world and every city with more than 200,000 people and offer them, "Hey we want your TLD. We give you 90% of the profits."

Man 1: No, no. I think that – well maybe we need to have that discussion separately and let people go. But no I think that we're happy with higher hurdles because we've proven that we're able to do it.

We've already got that letter from our own governments of approval and non-objection for all our TLDs. I think that we're comfortable with that. It's not always easy to get but we know that is achievable.

Do we – are we able to say that's the rule for everything and as long as you have that government backup you can go with whatever name you want or – anyway big, long political conversation. I can see eyes getting - glazing.  
Thank you very much.

Woman: There's one other comment. Sorry.

Man 1: Yes.

Woman: There's one other comment and John McCormick asked this. If anyone is interested he has a spreadsheet of Web usage in all European new gTLDs if it would help, and that if you want that the link is in the Comments section in the chat.

Man 1: Thank you for that. It's been a long afternoon. It's been an afternoon full of interesting topics I thought at least. Thank you for coming. We will attempt to put all this online.

I had a question during the meeting. "Where are the presentation for Vienna?" I checked. The folder is empty. A week ago the presentations were there.

I don't know exactly what happened. We'll have to re-upload them. We'll create a second folder also for the presentations from today and share those and that's it. Thank you very much for coming and...

Man 2: (Unintelligible)?

Man 1: What time on a Sunday for the meeting?

Man 2: Yes. (Unintelligible).

Woman: For the registries meeting? It's all...

Man 2: ...presentation...

Man 1: I don't know yet. I need to see where – all...

Woman: What time is the geo presentation (Sherri)?

(Sherri Falco): I rescheduled (unintelligible).

Man 1: You're making it difficult for me. Okay so for the mic 4 o'clock on Sunday.

Man 2: Okay.

Woman: Oh.

(Sherri Falco): The schedule will be the final agenda fleshed out, okay.

Man 1: Okay.

Woman1 I think this probably goes out today.

Man 1: I will. So whatever agenda I'll pass it on for the mic again. Thank you very much. (Mike).

END