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Cecilia Smith: All right, everyone. We're going to get started. Thank you for joining the BRG Open Session. We are actually going to try to get through the session in one hour instead of the hour and a half that's listed on the schedule. So let's see if we can keep to that.

Man 1: (Unintelligible).

Cecilia Smith: Well, let's see. Let's see at the one-hour point. I'm Cecilia Smith, BRG President. And today we're going to -- can you flip -- we're going just give you a little background about the BRG. Martin's then going to talk a little bit about some of the use cases and trends that he's captured in the last - recent months. And then we'll touch on some of the policy bits since this is a policy forum. And then we'll give you an update on our future events.

So we're going to keep this clean, simple but feel free to ask any questions that come up.

And we're not doing roll call because we want to keep to the - less than an hour. But if you would like to state your name, you can, Michael Flemming.

Martin Sutton: Well, please state your name before speaking for the transcript. Thank you.

Cecilia Smith: Okay, so the Brand Registry Group is a trade association. One key fact here is that we're not part of ICANN but we are an association. We have association membership with the Registry Stakeholder Group.

With that, we also participate in a lot of other industry forums such - in the domain industry and some marketing areas. So we try to have a good touch in a lot of different areas to represent our members.

So right now we have 40 members. And there's a mix of members that have a single dot brand. Some have multiple dot brands and some have dot brands and open TLDs.

We also have a membership that allows people who - allows companies who are interested in the next round and we're seeing a lot of activity in that space. So they currently don't own their dot brand but are really engaged and focused on what's going to happen next.

And as you can see, just the - some of the brands that we've listed here. We have a really good mix of different industries, from media to banking to luxury goods.

And so recently we restructured the Brand Registry Group so that we can narrow some - narrow down and focus on certain areas. So we have four committees that we've developed where we thought we would be able to focus and prioritize some of our activities.

So the Membership Development Committee is really focused on internal engagement, membership engagement and kind of hearing what a lot of our members have been asking for as far as the marketing aspect here.

So some of our top items here would be to - we're doing a complete Web site refresh because it's a little outdated now. But that's part of the priority for this group. And we're also coming up with a social media strategy which I think is relevant these days. Another thing is to organize more BRG events and workshops that don't necessarily have to be associated to ICANN. It really would be focused locally.

The Better Tomorrow Committee focuses on policies and issues, mostly within ICANN. So an obvious one is the Subsequent Procedures PDP.

Industry Watch, I think that's pretty clear. It's really to see what other industry forums there are where we can participate to represent our membership.

And then lastly is the Registry Operations and Best Practices. This - now that a lot of our members have launched and moved forward, I think this is a really, really relevant area where it's not just about policy. It's how do we actually operate. How do we talk to our internal folks? How do we talk about e-mail? How do we, you know, do all those different pieces?

And so we're coming up with best practice guides that we'll probably - most likely post on the Web site and share internally. But also we're really involved with the GDD group, and we've actually developed some documents so that we can share with our membership as well.

And one last bit on that one is also there are certain things that we've asked GDD to help us on that would be more focused for our folks, such as a CZDS Webinar that would really apply not so much to dot brand owners but to give

them an opportunity to ask those questions that they would not have the opportunity to do especially since most don't attend ICANN meetings.

Okay, so then I'm going to pass this over to Martin to give us an update on what's going on.

Martin Sutton: Thanks, Cecilia. So at previous ICANN meetings now, we've been trying to make sure that people are aware of what is happening in the dot brand space mainly because unless you're a customer of those dot brands, you're unlikely to see and witness anything that is actually emerging in the space. So it's not something you're going to trip across accidentally.

So today, I'll just try and give you a flavor of the things that are emerging since the last ICANN meeting.

But here's a quick rundown in terms of the number of dot brands that are now delegated. It's pretty much around the same figure so that's probably not going to change too much over coming months. But what is interesting is those that have started to become more active. And with that, that's beyond the NIC payees. They're actually doing something with, you know, positive redirects and creating Web sites, using it for e-mail.

So since last year, this time last year when there was probably 84, around the 80 mark, dot brands active, this is now starting to creep up quite nicely so good to see 135 now in active mode.

And because, you know, ICANN loves to measure performance by the volume of domains, which is probably not as relevant to dot brands as we know, but it's a measure that does sort of give indication that there's more usage starting to emerge in the space or at least preparation.

So, you know, a big jump from 4,300 second-level domains up to 6,800 as we currently speak and measured early this month. So that's positive.

And from a visible perspective to this is what does tend to get picked up by those that are monitoring this space is 860 active Web sites on these dot brands.

So don't forget that for a dot brand, it's not just about pushing out Web sites. They could be using it for all over purposes, e-mail for instance for internal purposes but may not be so visible and picked up in any of these measures. So it's useful to bear that in mind.

Sue Schuler: We have a question from Jean Guillon. When the next version of the ABG is available for dot brand new GTLD applicants, will you list service providers on your Web site?

Martin Sutton: That's for the feedback. I mean, we'll certainly take that into consideration. We've got to be careful in terms of what we do put on the Web site. But that'll be something that we'll have a look at. Thank you.

Marc?

Marc Trachtenberg: Marc Trachtenberg for the record. I was just curious what the definition was for active Web site.

Martin Sutton: For most of these, it's where they've got core content on those Web sites rather than just simple redirects to - back to old content in legacy space. So that's - you know, advancing and where they're more positive that SEO has not been impacted in any way, not in an adverse way anyway so.

So on a couple of research sites, this one is the brand observatory but there's also MakeWay.World which is tracking the use cases of dot brands. So what you'll start to see if you look in any of these sites is what is coming up and emerging each month.

So even in this latest month in June, we can see a variety of different brands putting to use their new registry. Whether that's marketing campaigns, whether it is establishing, you know, stronger Web sites positioning on there or simple redirects to - back to core pages, we are starting to see a lot more activity in this space.

And a good way to keep yourself briefed on that is having a look at these research sites that are pulling it together and keeping track.

Roland LaPlante: Martin? Sorry, it's Roland from Afiliat. Can you site what that - what the source of that information was, Make Way World?

Martin Sutton: So there's one here that's listed as BrandObservatory.Com and then the other is MakeWay.World.

And we mustn't forget that in terms of visibility, we tend to always go back in terms of domains, to Web sites or perhaps e-mail that is being used.

But because it's a dot brand and it's an end-to-end proposition of not only creating the space to control for your operations, your services but where you've got a large customer base, it's feeding through to products and services that could be in the bricks and mortar space. There's a lot more that needs to be coordinated and put into play between the different channels that you use.

So here are some examples of, you know, marketing material that will be - having to be changed and upgraded as brands convert into this space.

So this is an example of Leclerc which has taken up - taken the advantage of the dot brand to really push this out in different ways and different forms. But it's a - you can see it's a very coordinated approach and well-disciplined approach to push out into the marketplace beyond just the simple Web site and social media.

And this one - I try to keep away from volume of second-level domains. This is just a quick excerpt from one of these resources that is tracking the changes within the dot brand space. So this is listed by order of second-level domains.

And you can see from this the different industry types and the different locations that these are emerging.

So these are not necessarily ones that are highly active necessarily with second-level domains but it certainly indicates that if they're not active, they are preparing, testing or doing something else with their domain space.

And these are ones which are not necessarily B2C market. These could be B2B market. And if I go to the next slide here, this is by - in order of active use on their second-level domains. And therefore, we can see this turn around a little bit.

So Fiat is at the top here with the fact that they've created sites for their dealerships so they can have control and maintain stronger compliance over the presence that they have online and that their dealers have online.

And going through here again, you've got a really good distribution or diversity in terms of industry groups and country locations where they've emerged from.

One of the advantages also of the dot brand space was the freedom to, you know, start putting relevant terms at the second level.

And this is really an illustration of how much is playing out with the dot brands that are making use of their registries where the ease of which they can actually push these out, set them up on their own registry, where it's meaningful for their business, meaningful for distribution to their customers,

meaningful in terms of navigating them into the right location, be it for products or services or be it for geolocation.

And here I just want to just briefly go through the types of efforts of deployment that exist now, that we've seen mainly progressively take place for most brands that are launching.

So typically they would start off with testing their new registry. So, you know, they will keep it as simple as possible with redirects back to content and legacy domains and then start to use it in a different manner which is more related to creating branded links, which is very good in terms of the social media channels that they use. So here's an example thankfully of a bank that I know that has just started to use it in that very way.

So progressively then they would move to individual marketing campaigns and then start building out more thick Web sites into their registries. And some will be using e-mail.

Now, for large corporates, especially where they've, you know, got global presence established through legacy GTLDs and CCTLDs, it's a very difficult process to start changing all of this internal engagement. And coordination is a major, major factor of that, backed by senior leader sponsorship.

But what we have seen is that there are some more agile businesses especially in the B2B market where they can transition from an old legacy GTLD space and transform their digital presence straightaway into a dot brand location.

And one that I often cite is .Weir which is an engineering firm. And they took advantage of moving and switching from not a direct branded term at the GTLD level through to .Weir and from that all of their business is established onto that digital presence including e-mail.

So they may not have perhaps the same concerns that may worry some which are dealing in the B2C market, for universal acceptance for instance, where people may have problems using e-mail, particularly in form filling, etcetera. But they can probably leapfrog further into the dot brand space in a more agile manner than the larger established businesses. Martin?

Maxim Alzoba: Maxim Alzoba dot Moscow for the record. I have two questions. Can you see - do you have any idea how many of the second-level domains are for internal use, I mean where you have to log on? Do you have numbers about that? Because in our case it's - we have like two-third of the brands are only using the dot brands for internal purpose right now, meaning you have to log on and then come into an internal Web site.

And then the second question, do you have any information about how many of the active dot brands beside Weir are using that brand for e-mail?

Martin Sutton: Not at hand. I don't think we've got any stats which would cover the internal use case.

Man 2: We have one.

Martin Sutton: Yes, we have one. But I think that is useful to start pulling out in terms of data points if there is anything that - essentially you're looking for MX records in the domain. But how - if or whether they use that in any strong way is another thing unless you're a customer of the brand and start receiving e-mails directly from them.

But interesting one that we'll take back I think and try and see if we can establish a bit more richer data.

And one thing that I keep emphasizing is, you know, this volume of second-level domains and how it's not so relevant to brand TLDs is that, you know, if you take examples, especially in the B2C market, and a good one that we've

raised before is .BNPParibas which forcefully went and transitioned their online banking services in their main location, France, and transferred, you know, users across to that new space and in an efficient manner.

So they are already exposed and easily accepted a transition across to the safety of the dot brand space that they were creating, mainly because that's - you know, they want to activate those services still. They want access. And so with proper communication, there was no issues really for them to move across to that space.

I must add though that -- and I don't know if there's any, you know, strong research on this -- but the European market especially is very used to dealing with the CCTLDs rather than GTLDs so they moved quite quickly and transitioned as businesses formed and created their digital presence in the past using those legacy TLDs. So - and that's not so long ago.

So customers, if they're guided properly and effectively, they do easily pick these things up and work with them effectively.

The good news is obviously that with the control applied through dot brands, there's no cases of infringements emerging. There's no fraudulent use cases that are emerging from within those dot brand registries.

So I think the message here at the end of the day is, you know, a strong one in terms of the brands creating, you know, stronger security stability of their digital space and having that extra control applied to their digital presence. And the ability to maintain stronger compliance across that dot brand space is effective.

So moving on, what do we expect? We've got the next application, can I call it a, window. I'm not sure what I can call it at the moment. But essentially what do dot brands want to do?

We are aware of ones that want to apply and they may be large, well-known brands.

But there are also smaller businesses that are emerging that are interested in this space because they don't want the headaches in future of trying to navigate and work their way through the more and more confusing new GTLD space and trying to acquire the right terms that they seek in the future. And they can see the advantage of building their business off of a dot brand.

And if obviously things are made simpler, less costly, they would be willing to take up the advantage of that new dot brand space.

So we are hearing from some that are interested in that way, also the big brands that may not have applied the first time around. And we -- as Cecilia mentioned -- BRG does have members under the associate membership that are looking to apply at the next opportunity.

But it's still a relatively unknown space. So there's a lot of work to do. And I think everybody's familiar with the issues of not enough education awareness occurring at the start of 2012 round. And so that still is in - the place, is the case for now.

So as things move towards potentially a new application window emerging, it is important that businesses globally are made aware of this, better educated and informed so that they can, if they want to, take advantage of the opportunities in the future.

So does anybody have any questions first on the use cases and trends? I'll move on? Okay.

Now, I'll move to some of the policy areas that we're focused on which primarily is subsequent procedures. That seems to capture a lot of the areas that have, you know, caused brands issues as we went through the last

round. And we'd obviously wanted to see opportunities taken for improvements to be made that will be - that would make it easier and simpler and more meaningful for brands to come forward for future applications.

And we see the subsequent procedures process an opportunity for the ICANN organization and community to gain a better perspective of the new industry players rather than, you know, we've probably... The ones that are regularly here know and understand the ICANN world fairly well but new industry players don't.

And it's a really important time that we're able to relay information to them effectively and encourage them to participate if they are interested in working through to the next application process or future application processes.

And let's not forget that in the last round, the dot brands were the most significant category that came forward and emerged through this application process. So it's important that that is also reflected and taken into consideration as Subsequent Procedures moves along and the perception, the interest of those and learning points from those dot brands emerges.

So what I was going to do today is this is some of the sort of more key areas that the Brand Registry Group is looking at within the subsequent procedures.

And it relates to things like the streamlining processes. And that could include things like the Registry Service Provider program where we would expect or hope that there would be simpler methods for streamlining the application process and perhaps a reflection in lower costs. So there could be a multitude of areas that that would be helpful. But not only for application phase but post application phase when there might be the need to consider switching back end providers.

Also to look at sort of dot brand categories and separate tracks where needed. So if there is a significant differentiation between categories, and dot

brand is a significant category that emerged from the last round, then can we dedicate certain processes and ease those processes where they're not relevant or they're not needed for a dot brand registry?

And that could be things like the COI, looking at the COI and how relevant is it for a dot brand. Is it needed? Is something else more suitable that's a lighter touch?

Or removal of - oh, sorry, not removal - refining the financial evaluation process for dot brands. With most of these being publicly listed companies, you know, there's already a wealth of information out there.

And they don't need - because they're not relying on the registry to be a revenue generating operation, it should be a mere fact of showing that they can afford to actually pay their dues to ICANN that run it and any associated costs with it.

So there are better ways of thinking through some of these that would make it simpler, more effective for a dot brand type category or any other significant categories that have also, you know, different models that have come through.

We'd also like to see things like the applicant guidebook improved to the point that the receiving party, the applicant, can make better sense of it and it removes a lot of the ambiguity that existed in the first 2012 round. (Nick)?

(Nick): Yes, I was just wondering, Martin, the last time the BRG went around its members and asked what changes they'd like to see. I know that that exercise was done some time ago but have you kind of put that out now that Subs Pro is moving along?

Martin Sutton: Yes, we do need to revisit this. And this has come up in recent BRG meetings to make sure that as, you know, time has gone and a different structure of

processes emerge with the PDP that we've had to move some of these old ideas around again, turn them - turn up the - turn over the stone and just check, you know, is this really what we wanted because we're better informed now as to perhaps what the consequences might be or the difficulties that might be involved in trying to change of these things. So that is in play as well.

(Nick): So just to kind of follow up because Maxim and other kind of Geos and people are here, have we looked how we are aligned with other people who want to see changes? To throw it out there, have we got people on the same side as us?

Martin Sutton: Possibly not lately. I mean, we did certainly have some synergies at an early stage of the application process in 2012 when we were looking for contractual changes and looking for how to interact within the Registry Stakeholder Group.

So I think it would be, you know, worthwhile us revisiting those sorts of things as well and considering where we can be aligned and push forward with some of these. Thanks, (Nick).

Overall, greater predictability I think is one that we've always wanted from a dot brand perspective and that, you know, unless that predictability is in place, it's going to scare away a lot of potential applicants for the future rounds - future subsequent procedures, sorry. Maxim?

Maxim Alzoba: Maxim Alzoba. I don't know if we have record, just in case about Moscow. To what extent do you think brands are ready to wait for a significant amount of time for the changes to be applied to the guidebook because everything you want to change there, it takes time?

What's - for example, in right protection mechanisms PDP, it was a subgroup about sunrises which are quite relevant for GOs and totally irrelevant for

brands. But GOs, as I understand, decided yes, the current mechanisms is horrible but we can live with it, not to make the waiting time, yes, longer.

Thanks.

Martin Sutton: Yes, thanks, Maxim. I think it's still developing the sort of tactical approach to some of these because subsequent procedures is still not straightforward in terms of progress and what it needs to come first so even some of the decisions about how the next window will operate. So whether it will be a first-come first-served versus a set of rounds again means that it will have an impact as to what flows out of that anyway. So it's very difficult because a lot of these are still moving targets.

I think what is important as this process continues is that we see which is the most - the priority elements that we're after, how do they fit into subsequent procedures. Is the battle worth having now to get it through to the end? Or is it something that could be a continuous improvement process? So we do need to reflect that.

But I think one of the important things to bear in mind is that we tend to be talking amongst ourselves in the ICANN community that knows this stuff and is accepting of some of the inadequacies of the current setup.

But if we want to improve the process for new entrants to come in and consider that side of things, there are elements here that should really be shown to improve before the next window opens.

Cecilia Smith: And to chime onto that I think the next round, next phase, the next dot brands are going to be much more prepared than this round, right? So it's not going to be a fear factor of signing up and trying to get this TLD and then not knowing what to do.

Maxim Alzoba: A small addition. And I think that actually if the barriers are lowered, we are to expect way more brands to come into this, yes, market, I say, because for

them it would be like, yes, 25,000K and maybe like a few hundred K for the services is comparable to some annual advertisement project or something.

But given the current limit of 1,000, yes, TLDs per year, what happens when 20,000 brands come. Who eager to spend ten years in the queue?

So it's something I think you should consider like as a side target because inviting a lot of brands and then explaining them for nine years why not, it's a big awkward. Thanks.

Martin Sutton: But we're always assuming the numbers. But even if there's 500 that apply the next round, we should have shown improvements from the five years that we've had experience of and make sure that where it's feasible and possible to make those changes, we should drive those changes through to community. And yes, we will feed in from a BRG perspective. We don't represent all the dot brands.

You know, they don't come to ICANN necessarily. So it's very difficult to get the understanding that there are lots of brands there that have an interest in this but they're not prepared or it's not their core business for them to be entertaining ICANN policy and processes.

And I think we've got a question online?

Sue Schuler: There is a question online from Jean Guillon at .Club. Since the process to apply for a dot brand new GTLD is more simple to handle by ICANN, is there a chance that the application fee is lowered in the next round?

Martin Sutton: That would be lovely. We don't know yet. But I think that there was some missing data in terms of the fees that were incurred on the 2012 round. So we need better understanding of, you know, where there could be differentiation or differentiation did occur in 2012, what does that tell us.

So if there was a significant difference in cost for processing a dot brand, then that would be realistic to us for a different pricing level if it is a cost-only recovery that is used.

But, you know, there are still lots of questions to go through Subsequent Procedures. We will not know until the end of that but at least we can have some more informed data to take that on board. (Ronald)?

Ronald Schwaerzler: Ronald Schwaerzler from dot wein. I think it should be lower because we have lots of money lying on ICANN's accounts for the first round also. So what we paid for applying was obviously too much. So just from this perspective, the - we could expect the fees to be lower whether it's easier to evaluate the brand or a GO or a premium or whatever, a generic.

Martin Sutton: Thanks, (Ronald). I think the question was in terms of if dot brands should be lower. So I think it's just trying to understand any differentiation in that.

And as we go through subsequent procedures, if there is a lighter touch on, I don't know, things like the financial evaluation, if there's an RSP program that's adopted, that will probably benefit the wider community not just dot brands. But there's some evaluation processes and the actual organization and director checks that could be streamlined.

So if they - if those are all changed to apply to a certain category like dot brands and the cost could be proven to be significantly different, then I should imagine it's acceptable to push for a tiered pricing.

(Martin Greentaagen): Seeing all these topics, I would be curious to hear which are the most relevant topics from the BRG's perspective to - like to get through to be in a way set aside before you would say this is the way we could imagine to handle the next round for brands, if you can and want to disclose that here.

Martin Sutton: So I'll go as far as to say, (Martin), that the membership has different opinions. So, you know, it's - for some, it's more important to have, you know, a category and fast track for dot brands whereas for somebody else, it would probably be more important to have - to fight for reduced costs or remove certain obligations. So for the BRG as a whole, there's a multitude of asks still.

There is a need to prioritize but we've got to also judge what we think will happen through Subsequent Procedures that will be realistic enough to aim for. So I think that goes back to sort of more the technical element as - tactical element as to what we think can be achieved through Subsequent Procedures in readiness for the next application process versus what would be rooted through to a continuous improvement process.

Maxim?

Maxim Alzoba: What do you think about situation where the improvements are so significant, so all generics apply as brands because, yes, just chopping off the shell then they use to - so they use the brands application scheme just to hide generics inside because they will have way more - yes, way less restrictive way of doing business?

And so instead of real brands using this opportunity to achieve digital presence, yes, we might see a situation like with security expert, if they have lots of rights to access any kind of information suddenly lots of people in like the domaining business shown to be (unintelligible) the next day. So what do you think about this kind of dissolution of targets?

Martin Sutton: So again, if we think that those changes are going to take place, there's going to be what will be the consequences of that. So I think that still needs to be built into our subsequent procedures.

So if some - if greater flexibility is given or, you know, certain advantages are given to dot brands because of their unique model, then there will need to be measures in place to prevent that being gamed in any way.

Marc?

Marc Trachtenberg: Marc Trachtenberg for the record. I think it is a practical matter. You know, while such gaming would be possible, I mean, it wouldn't really be very useful to most operators of an open TLD where you want to sell domain names and that's your revenue model because under that brand model, if assuming that part stays the way that it is, you can only register domain names to yourself and to your trademark licensees. And there's a specific definition of trademark licensee so you can't just name anyone in the world a trademark licensee.

So again, as a practical matter, I think that's unlikely to occur in any sort of large scope.

Martin Sutton: Right. So just to draw this more to a close, I'd be interested to hear. We have members of the BRG that are co-chairs on some of the work tracks. And there's been meetings going on with Subsequent Procedures this very week.

So it would be great if I could ask Karen and Michael just to give us a flavor of what has taken place this week and what some of the next steps will be emerging from that.

Michael Flemming: Thank you, Martin. So I have a couple points and I'll try to be brief. This is Michael Flemming in GNO Rights Consulting representing .Honda and well as .Sony just for the record.

But - so there's been a lot of interesting developments this week, a lot of fun honestly. But what I can say is that within the Subsequent Procedures, there

are overarching issues which are discussed on - for the overall working group.

And then there are also four working tracks where we break down issues into kind of a subcategory. For each of the working tracks, each of us have gone through all of our topics at least once. So every - all the issues we've at least talked about once. And we've actually been talking about, this week, within the leadership group about what the next steps are.

About a month ago, our Community Comment 2 just finished and we received all the feedback from that. So the next thing on the table is basically we're going to do a second pass where we go through these - go through those comments and then look at the CC2 comments and then try to use that to begin figuring out what the consensus is.

And I think we'll be pulling this forward towards the initial report. This is at least the idea that we have right now. We need to discuss what the exact plan is with the Leadership Group which should be later this week.

And then also on the overall working group, there are currently drafting teams that are looking at the two probably most definite problems right now.

One is the rounds versus the open window and whether or not that's first-come first-serve. And there's also the subcategory issues. There's currently drafting teams that are looking at these two specific issues. And I think that there are proposals on the table or at least straw horses or straw persons on the table right now.

And then on the - as a last issue, there's also the geographic names session which is now being discussed in a cross-community floor. So we're hearing from a lot of different members of the SOAC. So that is where we're at right now. If Karen would like to add?

Karen Day: This is Karen Day for the record with SAS. The only thing that I would add is that with regard to the question, there've been a lot of interest in this table today about the fees and in the coming round.

I will just say that the sense of the room, as it were, that I have for Subsequent Procedures is now is that while initially there was voiced, it was put on the table should fees be lower, many more voices came in during the discussion and said we have to be very careful about lowering the fees because we don't want just anybody who's not qualified and series about this to come in and start getting TLDs.

So I don't - I won't say hard and fast that they're not going to go a little bit lower. But if any BRG members, anybody in the room, if you really have a strong feeling that there's justification for really lowering the fees, now is the time to participate.

As we start the second round and we start incorporating community comments -- again we haven't seen the community comments to see what is there in terms of fees -- but just right now I would say if that's an issue for you, now is the time to raise it.

Martin Sutton: Thank you both. Any questions for? Should we close this section off?

Roland LaPlante Martin? This is (Roland) for Afiliis Is the BRG taking a position on these at least GO discussions that are going on? I mean, I know this is a huge rat hole but it's also really important.

And I can't imagine that any consumer would be confused by a two-character name to the right of a dot brand. You know, Fr.BNPParibas is not going to have anything to do with the French government. It's going to have to do with BNP Paribas stuff in France.

And while two characters may be gone, there's all kinds of stuff being discussed here about reserving cultural terms, terms of historical significant, three characters, ten characters, whatever. And that's going to be under the category of removing unnecessary restrictions.

A lot of - I know a lot of companies and ones that we're supporting, you know, have a lot of organization around geography. I mean, it's just a natural way to organize your business and to have all the geographic terms off the table I think diminishes the value of a dot brand quite a bit.

But does the BRG have a position on this? And is it pushing that out this week because a lot of stuff's going on this week on that?

Martin Sutton: So in terms of two characters, the BRG's been involved from a long time ago. In fact, we engaged with the GAC at an early stage because we were trying to streamline the process for obtaining approvals and getting them actively used for the dot brand space. So yes, I mean, we have been involved. We continue to be involved.

It is a serious issue for any of those restrictions for a dot brand to have. And it's one of those things, amongst some others, that puts some brands off from actually launching. So it is key.

I mean, we don't believe that there is any confusion that's given. It is actually distributing to the market. We already use the country codes to distribute to the market but to the right of the dot so. (Susan)?

Susan Payne: Can I just briefly add as well? The BRG has written on this. I think we actually ended up sending a letter that some other parts of the community signed up to as well. But we wrote to the board quite some time ago.

And also, one of the BRG members, which actually happened to be Neustar agreed to be a - sort of a trial for submitting RCEPs to both releasing two

characters and country names at the second level. So they put in a first RCEP request, not because we felt that it required an RCEP but because we were trying to move this process on and get on with things and get assistance from ICANN staff and a decision. So yes, we've been a cracked record on the topic of two characters at the second level.

Woman 2: Yes, I just wanted to clarify for those in the room that might not be as in the weeds and under the water as some of us in Subsequent Procedures are, for the purpose of the Subsequent Procedures and this slide and the geo name sessions that are happening this week in Johannesburg, we are only dealing with geographic names at the top level so to the right of the dot, .Earth, .Africa. The Subsequent Procedures is not a place that's going to be able to affect to the left of the dot at second level.

So BRG is involved in all aspects of that. But right now, Subsequent Procedures specifically is top level.

Martin Sutton: Sorry to hold you back, (Katrin).

(Katrin Wimadotson): (Katrin Wimadotson). Just one question relating to the unnecessary burdens. Has the BRG developed a position towards removing the burden of the TMCH as this is not really relevant to maybe some or even all of the brands?

Martin Sutton: I don't know how much it is in terms of a priority. I think that we had covered that when we were doing contract negotiations some time ago. But amongst all the other items, that may have dropped down the list in terms of priorities. But thanks for that.

Michael Flemming: Michael Flemming again. You can see - I don't want to say that - actually I think it's okay to say this. But when the BRG replied to the Community Comment 2 from the Subsequent Procedures, you can see where a lot of the BRG position is. TMCH wasn't addressed at that time, I believe.

But where we talk about removing unnecessary restrictions, these are areas like the COI for example. There's also discussion on whether or not it's necessary for a brand to have EvoRO in place, stuff like that.

But you can see the other areas in the CC2. So that's where I think that you'd probably get the best idea of what the position of the BRG as a whole might be.

(Katrin Wimadotson): Thank you.

Woman 2: For the BRG positions on the TMCH, we would look to any input we've given into the RPM PDP, the Rights Protection Mechanism PDP, because they've got the Trademark Clearinghouse under their umbrella.

Marc Trachtenberg: Marc Trachtenberg for the record. I think with something like the TMCH we want to be a little bit careful because it's not impossible that even as a brand you could register other people's brands in your TLD. And, you know, as an IP attorney who represents brand owners who register a lot of domain names, I mean, it does happen.

So for that one, you know, while it is a bit of burden, I just think there's some sensitivity there and we might be opening up a can of worms that we don't need to when there's other things that I think really have a more significant impact on a brand owner's business and frustrate their business in trying to operate their TLD.

Cecilia Smith: Sorry, technical difficulties.

Sebastien Ducos: Taking the opportunity of the break, Sebastien Ducos, Neustar. I've heard in the last few days .Earth used as an example of a contentious new TLD. It's a thriving and happy TLD that is doing very well, one of my maybe favorite clients. There is a .Earth.

Cecilia Smith: All right. Well, we only have one more slide so why don't we just talk through that, Martin?

For the folks who came a little bit late, this was scheduled for an hour and a half. We're going to finish up in about ten minutes. Goran was supposed to attend but he had a schedule conflict. So just want to let you know about ten more minutes and we'll be done.

Martin Sutton: Thanks. Just during all of that, I think it is worthwhile to note that we do have a position in terms of GO terms at the top level. And we presented as one of the - both Webinar sessions that was held in April. And we've, you know, continued to give feedback in terms of the GO sessions this week.

That's all right. I think that we can live without that (unintelligible).

Right. Sorry about that. So just to bring this to a close, I did mention earlier that future applications, yes, we're seeing demand. And it ranges across from SMEs to corporate. And we've also got associate members that are looking to apply at the earliest opportunity.

But one of the key areas is raising awareness. And we do take it upon the BRG to make sure that we can use opportunities to raise that awareness within ICANN like today but also at other events. So we get invited along to speak at industry forums such as INTER and other sort of localized events.

And there's also events such as the brands and domains. We did one we helped support or help coordinate towards the end of last year. And the second one is due to take place early October in The Hague.

So that's where we get an opportunity for brands, whether they're existing dot brands or future brands, to mix with other parties that are supporting dot brands but raise awareness of what's going on in the marketplace, what's the

future aspects that they need to be wary of. And that's where we feel it's important to try and at least raise that awareness.

So if you do feel that there are any suitable events in the future that it'd be worth reaching out to the BRG to at least ask if we can help or provide presentations, panelists, then please let us know. We have a broad membership that is stretching across different geolocations that would be able to - we could ask to see whether they could actually contribute.

Woman 3: Yes, and just to add to that, what we're looking at in the Membership Development Committee is to in addition to pairing up and partnering with other forums and events as to host on our - at our members' sites so that we can engage internally which is really difficult to do when you attend a forum, an industry forum. So really involving the digital marketing folks, really involving the IT folks internally within a company to have a deeper reach.

Martin Sutton: Right, thank you. I mean, we've got a few minutes now for Q&A if there's any other questions. Hi, (Jim).

Jim Prendergast: Sorry, late addition to the table, Jim Prendergast. Throughout the Sub Pro PDP Working Group, we've heard about, you know, huge demand. We've heard about, you know, if we do 1,000 delegations per year, which is what we're currently on, there could be 25,000 applications that could take that - you know, 25 years to do that. Or, you know, we've heard some other, you know, statistics that we need to do a round to relieve the pent up demand from demands.

Do you have any factual basis for any of those figures that people are throwing out? I mean, can you quantify it I know you had one slide that talked about you're seeing some demand but is it on that type of scale?

Martin Sutton: No, not in terms of numbers that we've had.

Jim Prendergast: Right.

Martin Sutton: But we're not the source of being contacted by brands.

Jim Prendergast: No, I know you're not the source but everybody is saying all the brands want to get in. They missed out on the first round. And that's sort of what they're using as...

Martin Sutton: So there's no definitive number.

Jim Prendergast: Yes, okay. That's what I thought but I wasn't sure.

(Nick): (Jim), I mean, there's other consultants and other people in the room who work with brands on this. And I think it's fair to say that about 50% of our clients who did not apply are interested in applying.

But it does depend on all the things that we know about, how much is it going to cost, what's the time scale going to be, is it going to be predictable, will it be fairer and so on.

So if those things drop into place, then we've got a range of clients... And I've had conversations with clients saying if it were to cost around 50 grand, would you be interested in applying and how many would you apply for.

So I've kept a kind of spreadsheet of those and it's quite a big number. And on that list, surprisingly enough, are the kind of medium and smaller brands that we work with who didn't even think about the first round at all because they haven't looked at the - kind of the Weirs.

And they are particularly concerned about varied service from other registries that they get, uncertain service, not the larger registries so not from, you know, saying Afiliis and Verisign, not from you, but from some of the CCs in

particular. They do have concerns there. So they have a reason which is largely to do with control and security. But it does depend on how this goes.

What puts them off quite often is coming to an ICANN meeting and seeing this ugly sausage-making process. So we kind of try and keep them away and keep them informed.

That's our experience. I don't know if anyone else has got anything like that to share.

Michael Flemming: So Michael Flemming with GMO Brights Consulting. I was on an island so it's kind of a closed proximity in Japan. But I'm a little bit - not quite to 25,000 yet but we've definitely had a lot of people knocking on our doors. So there are - they are there. And so I can echo (Nick) in that sense.

Man 2: Maybe I'll take some Japanese lessons and move the family to...

Martin Sutton: Okay, thank you. Any more questions? You get a half an hour of your lives back.

Cecilia Smith: Perfect time.

Martin Sutton: All right? Okay, well thanks for joining us today. Much appreciate it. Thanks, bye.

Sue Schuler: We can end the recording now.

END