Welcome to **ICANN73**

ICANN 73
VIRTUAL COMMUNITY FORUM

On behalf of the Business Constituency (BC), welcome to ICANN73!

This is ICANN's Community Forum and the seventh ICANN meeting conducted virtually since the beginning of the pandemic.

First, a good word to ICANN staff for coordinating this meeting. It's no small feat to put participants worldwide into a virtual room together for the purpose of collaborating productively. ICANN's meetings team and associated staff are to be commended for doing so

with apparent ease, and for helping our community gather to discuss the many issues in front of it.

For those of us involved in ICANN policy development, there's no shortage of matters to deal with. The BC has been active on any number of these critical items, including domain name system abuse, WHOIS reform, a potential new round of top-level domains, and other important issues. For business users of the internet, your representatives at ICANN have an active hand in policy that impacts you.

We especially welcome those who are new to the BC. Our membership ranks have swelled in recent months, including many who need a say in the potential policy outcomes the community is now contemplating. Your input is welcome, and you are very encouraged to articulate your views – all voices are important in developing the positions we advance in the ICANN sphere.

While ICANN Org works diligently toward a potential in-person meeting in The Hague in June (where I hope to

see many of you, finally), let us devote our energy at ICANN73 toward consensus-building and good faith work in improving the internet ecosystem in a way that benefits business users worldwide.

Your questions about the BC and its work are very much encouraged. Your BC colleagues are open, friendly and accommodating to all business user voices, and will collaborate with you to make sure your views are heard.

I invite you to visit our recently redesigned website at: **https://www.icannbc.org** for an overview of the BC and an introduction to its work (and many thanks to our Vice Chair, Lawrence Olawale-Roberts, for his good work in redesigning the site). This also is a gateway for past editions of this newsletter, which can provide you with historical context about the BC's work and participation in policy development.

Personal good wishes and best of luck for a productive meeting this week, and I hope you and yours are safe and well.

I look forward to collaborating with you over the coming week and in the months to come.

Mason Cole
BC Chair

BC Outreach
Abuja IGF Remote Hub

The Virtual Global Internet Governance Forum - 06-10 December 2021

The 16th Annual IGF Meeting was held in Katowice, Poland from 6-10 December 2021. The main theme for the meeting was: 'Internet United'. On the 6th December, 2021, the Abuja remote hub for the IGF partly sponsored by the BC, opened its doors in Nigeria, at the Work and Connect - Coworking Space, located in Bright Star Plaza, No 50 Ebitu Ukiwe St, Jabi 900108, Abuja, Federal Capital Territory.

The Abuja IGF remote hub was powered by MicroBoss Technologies Limited, with all necessary COVID prevention protocols strictly in place and adhered to, including the social distance seating arrangements, as the hub was fitted to accommodate a total of 40 participants in total.

The remote hub was open throughout the duration of the IGF, and from the first day of the meeting till it ended, over 30 persons used the facilities at the Abuja remote hub to connect to the IGF live.

The remote hub commenced daily at 8:00AM and terminated its program for the day by 5.00PM each day after participating in a wide section of live sessions during the duration of the event. The timeslots for most of the session were favorable in our part of the African region. In all, the Abuja IGF Remote hub joined and participated in 16 different sessions during the one week event and participated in sessions like the opening ceremony, plenaries,

high level sessions and public forum. Other sessions of interest included Investing in Digital Growth and enabling capacities, the African Union Forum, Connecting the dots, Open Forum: Future of the Internet, Town Hall: Inducing study about internet's Technical Success Factor, Digital Inclusivity in DLDCs: User Connectivity vs Content, Dynamic collation on Data and Trust and Enhancing the Transparency of the Internet.

Other sessions participants at the hub joined included the Internet Society Open Forum, Non-interference with the public core of the internet, Regulating Online Business Account, Universal Acceptance for Wider Access, IGFSA General Assembly, Sustainable Consumption and NRIs Collaborative: E-Commerce challenges and Opportunities' amongst others.

An outreach for new members of the BC held on the sidelines of the remote hub activities with wide interest from some section of participants that have suffered from bullying over the Internet. Two participants committed to put in an application for membership of the BC.

The Abuja remote Hub for the 16th IGF annual meeting 2021 came to a close on the 10th of December 2021. All participants were treated to tea-breaks, refreshments and a sumptuous launch pack with drinks throughout the duration of the IGF.

BC Outreach
AfICTA Summit 2021

AfICTA is an active Association Member of the Business Constituency (BC). AfICTA collaborates and partners with the BC in advancing mutual goals.

By Dada Samuel, AfICTA Program Officer and Representative to the BC

Since 2013 AfICTA has been holding an annual summit at which the BC has been a regular participant most notably through an outreach event, as well as providing expert speakers on various pertinent subjects. AfICTA held its recent summit from the 8-9 December 2021 in a virtual format due to the lingering Covid-19 pandemic. One of the objectives was to introduce the work of the BC to the African business community and attract more BC membership.

AfICTA was privileged to have the Chair of the BC, Mason Cole, give one of the keynote speeches. In addition, other members also helped facilitate sessions.

A key session was on *Mitigating DNS Abuse* which is one of the ICANN-BC's mid to long-term priorities. DNS Abuse is one of the major problems that affect the stability and resilience of the internet. ICANN-BC, is heavily involved with the policy engagement on mitigating DNS on the global stage. This issue also dove-tailed with the theme of the AfICTA Summit which was *"Accelerated Digitalization for Economic Revolution in Africa: Prospects and Challenges"*. DNS Abuse and cybercrime are some of the major challenges that threaten the stability of the Internet and the BC is working vigorously on the advocacy front to address these problems.

The common misconception that the matters of cybercrime are of lesser import to Africa due to relatively lower Internet penetration needs to be completely debunked because the Internet is a borderless terrain and cybercrime is a persisting issue that affects everyone who uses the Internet.

The Africa DNS Market Study commissioned by ICANN in 2017 clearly highlights the lack of involvement of African businesses and role players
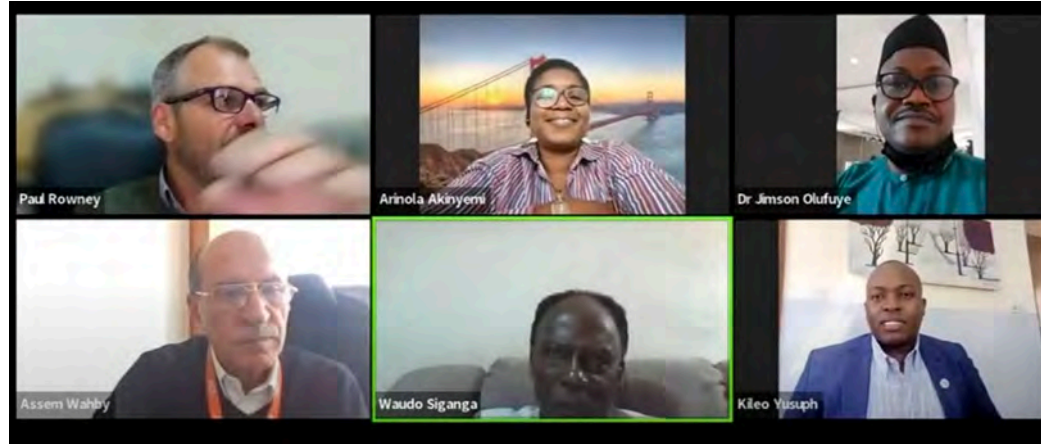
Paul Rowney, Deputy Chair, AfICTA; Ms Arinola Akinyemi, CEO Digisphere Investments Ltd'; Dr Jimson Olufuye, Founder, AfICTA & CEO, Kontemporary Konsulting; Assem Wahby, Vice-Chair North Africa, AfICTA; Dr Waudo Siganga, former ICANN-BC liaison to Commercial Stakeholder Group (CSG); Yusuph Kileo, AfICTA Board Member

in matters of Internet Governance which was articulated in the challenges encountered during the study. The challenge of the unavailability of sufficient suitable role players to be potential respondents to the surveys for the study is a problem that needs to be addressed through more awareness and engagement by African major IT players from all stakeholder groups. Another challenge highlighted in the study was "the misplaced emphasis on the confidentiality of data on the part of some Registries who were unaware that their peers publish statistics what they consider 'secret'". This indicates the need for more engagement in matters of Internet Governance on the need for transparency within the DNS ecosystem in Africa, as it is key to enhancing the policy formulation processes that takes into account the African perspective.

Members of AfICTA involved in the DNS Abuse Working Group urged the participants, who included business owners in the DNS ecosystem, that the common practice of withholding information and statistics on DNS Abuse incidences within their organization

further perpetuates the unhealthy trends of skewed statistics hence making it difficult to have a clear picture of DNS Abuse in Africa which is critical to mitigating the problems.

ICANN, as a multi-stakeholder community, also encourages engagement with other constituencies such as the GAC and ALAC so Summit participants from other stakeholder groups were encouraged to get involved with Internet governance in order to have their concerns for Africa represented. The work done by Dr Jimson Olufuye during his tenure at the ICANN-BC was highly appreciated, most notably his advocating for and securing a 70% discount on annual membership fees for organizations in developing countries. This serves as an incentive to drive membership for business owners in Africa. The members of AfICTA within the BC also enjoined the attendees to participate in the BC by ensuring their businesses have a valid web presence as this is a prerequisite for joining the BC then connecting with themselves or other BC Members to be active within the BC.

Busting Five Secondary Market Myths

By Zak Muscovitch and Nat Cohen

The Secondary Market in domain names plays a critical role in Internet commerce yet is often misunderstood. This article will attempt to clear up some of the myths that frequently arise when discussing the Secondary Market.

1. Myth: domainers *are* the secondary market

Domain name investors are but one group participating in the thriving domain name Secondary Market, in which already registered domain names move from one owner to another. Most highly desirable domain names were registered in the early days of the Internet and are not available to be registered directly from a registrar in the domain name "primary market". It may be possible, instead, to acquire them from the current owner through what is called the "Secondary Market".   Individuals, businesses, and professional domain investors therefore all turn to the Secondary Market when looking to buy or sell desirable domain names that are already registered.

Businesses often wish to obtain previously registered domain names for use as memorable and intuitive brands for new business initiatives, and therefore approach the current owners with offers to purchase these names.   Whenever a business offers to acquire a previously registered domain name it is participating in the Secondary Market. Notable Secondary Market transactions that did not involve domain name investors include the acquisition by Facebook (now Meta) of FB.com from The Farm Bureau for $8.5 million, Twitter's acquisition of twitter.com from a bird watcher for $7,500 that enabled it to upgrade from the twttr.com domain name it launched with, Tesla's acquisition of Tesla.com from a Silicon Valley entrepreneur that enabled it to upgrade from TeslaMotors.com, and Major League Baseball's 2000 acquisition of MLB.com from the Philadelphia law firm of Morgan, Lewis and Bockius LLP.

2. Myth: domainers provide no value to the domain name ecosystem

Domain investors provide liquidity to the illiquid domain name Secondary Market. Domain investors help ensure that there are ready buyers when domain name owners wish to sell their domain names. Domain investors also help ensure that there is a readily available supply of appealing domain names when companies are in the market to acquire a domain name.

A well-functioning Secondary Market connects buyers and sellers. Unlike the stock market for example, each domain name is unique and there may not be a buyer who is immediately interested in a particular name at the very same time that a particular seller is interested in selling. For example, when a pizza parlor named Zaw went out of business and wanted to sell its domain name, Zaw.com because it no longer required it, there was no immediate buyer ready, willing, and able to purchase it. Instead, a domain name investor was ready with an attractive offer to purchase it immediately, thereby creating liquidity in an otherwise notoriously illiquid market. Similarly, when Yahoo! decided to dispose of its Contests.com domain name, a domain name investor enabled Yahoo! to immediately liquidate the domain name for an attractive price at

Continued: **Busting Five Secondary Market Myths**

auction by bidding USD $380,000.

Domain name investors can be compared to antique dealers as they build up an inventory of items that were no longer of use to the previous owners that are then made available for immediate purchase by new owners who can put them to a new use.

3. Myth: domainers control the price of domain names

Domain name investors are constrained by the discipline of the market. To earn a return on their investment, they must be willing to sell at prices that buyers find attractive. Based on experience and with knowledge of thousands of transactions, domain investors have a sense of the relative quality of different domain names, how the "right" buyer will value the benefits, and what an attractive price will be. Nevertheless, buyers always have a selection of domain names to choose from and will pick the one that delivers the best value. If a domain name investor asks too high a price, the domain name will not sell. Every sale requires a satisfied buyer on the other side who believes she is obtaining more value from the domain name than the price paid.

4. Myth: if domainers didn't own domain names, they would be available from the registry

It is magical thinking to believe that after twenty-five years of rapid growth of the commercial Internet that any desirable domain name would be sitting unregistered and available from registration directly from a registrar if only it weren't for domain name investors. Even in the absence of domain name investors, all such

desirable domain names would have been registered long ago. Domain name investors seek to invest in domain names that have the widest attraction and the most utility. These domain names are desirable to many people. The millions of people who over the past twenty-five years have engaged in brainstorming names for a new business would have identified nearly all these desirable domain names and registered them as potential business names. These domain names wouldn't just sit unregistered. No matter whoever owned them, domain investor or not, the owner would naturally want to realize the market price, if they wanted to sell at all.

5. Myth: domain name investors are cybersquatters

Domain name investors invest in domain names that have an inherent value and are suitable for many different uses and that are not of interest to only a single company. Cybersquatters, on the other hand, register domain names

seeking to profit from the goodwill associated with the trademark rights of a particular company. For example, a domain name investor would be interested in a domain name like banking.com because it is an inherently valuable and attractive name for anyone who wanted to build a business related to banking. In contrast, a cybersquatter would register, for example, a typo of Citibank, such as Citibanl.com or an infringing domain name such as CitiBanking.com, in an attempt to trade off of the trademark owner's goodwill and misdirected users.

This article was adapted from an online presentation by Nat Cohen, President of Telepathy, Inc. and Zak Muscovitch, General Counsel of the Internet Commerce Association, made to NARALO on December 14, 2020 which is viewable here commencing at the 10:00 minute mark: **https://bit.ly/37nGo2u**

The full version of this Article is available on CircleID, **here***.*

.COM Domains, 4 Characters or More, BIN Prices Across All Marketplaces (Source: NamePros)

Percentage of Listings in that Price Range
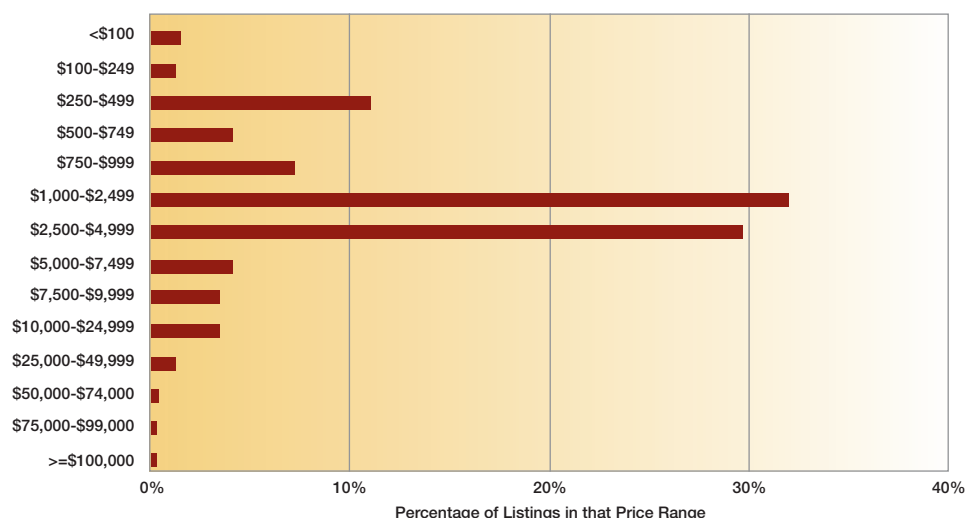
ICANN Multistakeholder Organizational Chart

ICANN Board of Directors

Top row Left to Right: Göran Marby – President & CEO, Maarten Botterman – Chair (NomCom), León Sánchez – Vice Chair (At-Large), Harald Alvestrand (IETF Liaison), Becky Burr (GNSO), Alan Barrett (ASO), Sara Deutsch (NomCom), Avri Doria (NomCom), Edmon Chung (NomCom), Manal Ismail (GAC Liaison)

2nd row Left to Right: Danko Jevtovic (NomCom), James Galvin (SSAC Liaison), Akinori Maemura (ASO), Mandla Msimang (NomCom), Ihab Osman (NomCom), Patricio Poblete (ccNSO), Kaveh Ranjbar (RSSAC Liaison), Katrina Sataki (ccNSO), Matthew Shears (GNSO), Tripti Sinha (NomCom)

Generic Names Supporting Organization (GNSO)
(see following page)

Philippe Fouquart (Chair)
Sebastien Duos (V. Chair)
Tomslin Samme Nlar (V. Chair)

Country Code Names Supporting Organization (ccNSO)

Alejandra Reynoso (Chair)
Pablo Rodriguez (V. Chair)
Jordan Carter (V. Chair)

Address Supporting Organization (ASO)

Paul Wilson (Chair)
Hans Petter Holen (V. Chair)

Empowered Community Administration

Maureen Hilyard (ALAC)
German Valdez (ASO)
Alejandra Reynoso (ccNSO)
Manal Ismail (GAC)
Philippe Fouquart (GNSO)

Government Advisory Committee (GAC)

Manal Ismail (Chair)
Vice Chairs:
Pär Brumark, Rodrigue Guiguemde, Jorge Cancio, Tepua Hunter

Security & Stability Advisory Committee (SSAC)

Rod Rasmussen (Chair)
Julie Hammer (V. Chair)

Root Server System Advisory Committee (RSSAC)

Fred Baker (Chair)
Ken Renard (V. Chair)

At-Large Advisory Committee (ALAC)

Maureen Hilyard (Chair)
Joanna Kulesza (V. Chair)
Jonathan Zuck (V. Chair)

Root Zone Evolution Review Committee (RZERC)

Tim April (Chair)

Technical Liaison Group (TLG)

Christian Toche (ETSI)
Howard Benn (ETSI)
Reinhard Scholl (ITU-T)
Jie Zhang (ITU-T)
Wendy Seltzer (W3C)
Shadi Abou-Zahara (W3C)
Warren Kumari (IAB)
Tim Wicinski (IAB)

Nominating Committee 2022

Michael Graham (Chair)
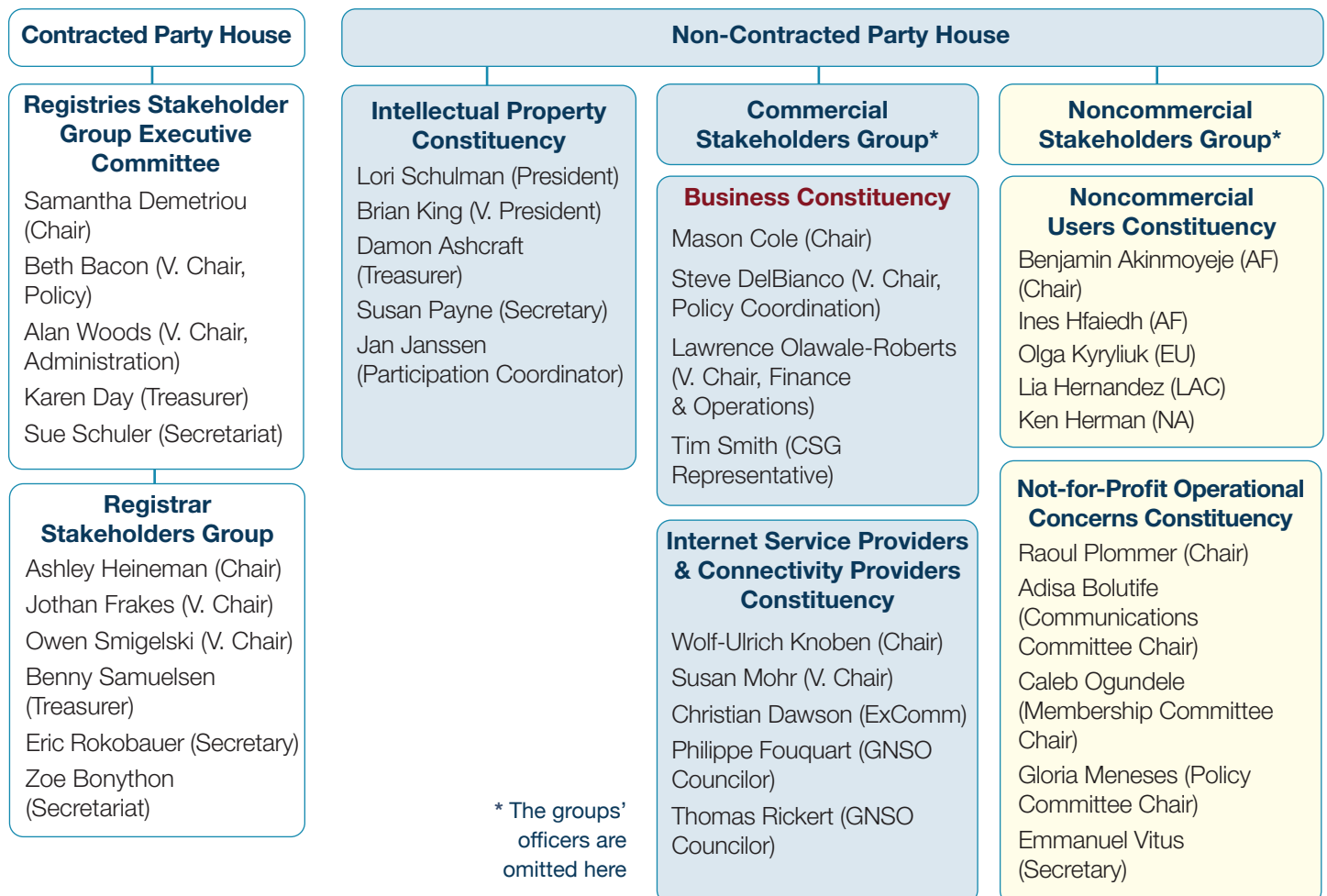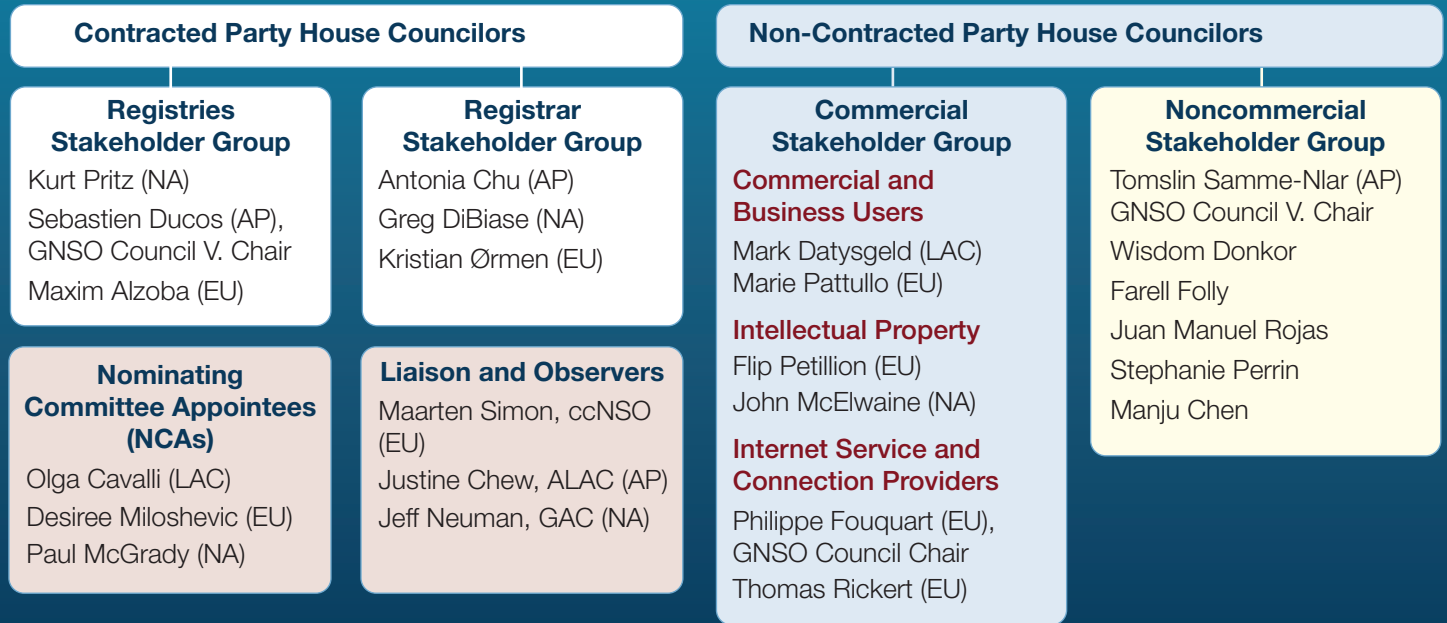Damon Ashcraft (Chair Elect)
Ole Jacobseon (Associate Chair)

Ombudsman

Herb Waye

Customer Standing Committee (CSC)

Lars-Johan Liman (Chair)

GNSO Stakeholder Groups, Constituencies & Council

The GNSO Council is responsible for managing the policy development process of the GNSO.

Contracted Party House Councilors

Registries Stakeholder Group
Kurt Pritz (NA)

Sebastien Ducos (AP), GNSO Council V. Chair

Maxim Alzoba (EU)

Registrar Stakeholder Group
Antonia Chu (AP)

Greg DiBiase (NA)

Kristian Ørmen (EU)

Nominating Committee Appointees (NCAs)
Olga Cavalli (LAC)

Desiree Miloshevic (EU)

Paul McGrady (NA)

Liaison and Observers
Maarten Simon, ccNSO (EU)

Justine Chew, ALAC (AP)

Jeff Neuman, GAC (NA)

Non-Contracted Party House Councilors

Commercial Stakeholder Group
Commercial and Business Users
Mark Datysgeld (LAC)
Marie Pattullo (EU)

Intellectual Property
Flip Petillion (EU)
John McElwaine (NA)

Internet Service and Connection Providers
Philippe Fouquart (EU), GNSO Council Chair
Thomas Rickert (EU)

Noncommercial Stakeholder Group
Tomslin Samme-Nlar (AP) GNSO Council V. Chair

Wisdom Donkor

Farell Folly

Juan Manuel Rojas

Stephanie Perrin

Manju Chen

Contracted Party House

Registries Stakeholder Group Executive Committee
Samantha Demetriou (Chair)

Beth Bacon (V. Chair, Policy)

Alan Woods (V. Chair, Administration)

Karen Day (Treasurer)

Sue Schuler (Secretariat)

Registrar Stakeholders Group
Ashley Heineman (Chair)

Jothan Frakes (V. Chair)

Owen Smigelski (V. Chair)

Benny Samuelsen (Treasurer)

Eric Rokobauer (Secretary)

Zoe Bonython (Secretariat)

Non-Contracted Party House

Intellectual Property Constituency
Lori Schulman (President)

Brian King (V. President)

Damon Ashcraft (Treasurer)

Susan Payne (Secretary)

Jan Janssen (Participation Coordinator)

Commercial Stakeholders Group*

Business Constituency
Mason Cole (Chair)

Steve DelBianco (V. Chair, Policy Coordination)

Lawrence Olawale-Roberts (V. Chair, Finance & Operations)

Tim Smith (CSG Representative)

Internet Service Providers & Connectivity Providers Constituency
Wolf-Ulrich Knoben (Chair)

Susan Mohr (V. Chair)

Christian Dawson (ExComm)

Philippe Fouquart (GNSO Councilor)

Thomas Rickert (GNSO Councilor)

* The groups' officers are omitted here

Noncommercial Stakeholders Group*

Noncommercial Users Constituency
Benjamin Akinmoyeje (AF) (Chair)

Ines Hfaiedh (AF)

Olga Kyryliuk (EU)

Lia Hernandez (LAC)

Ken Herman (NA)

Not-for-Profit Operational Concerns Constituency
Raoul Plommer (Chair)

Adisa Bolutife (Communications Committee Chair)

Caleb Ogundele (Membership Committee Chair)

Gloria Meneses (Policy Committee Chair)

Emmanuel Vitus (Secretary)

The Benefits of BC Membership

The Business Constituency (BC) is the voice of commercial Internet users within ICANN – the Internet Corporation for Assigned Names and Numbers.

Business users rely on a stable and secure Internet and e-commerce experience, one that serves their users and customers on a global basis. Through your participation in ICANN, and in the Business Constituency, your company will make a difference on behalf of business.

BC members contribute as:

- participants on the BC e-mail list to learn about and debate issues
- participants on telephone conferences to reach consensus on key issues
- participants at physical meetings coincident with ICANN global meetings
- issue managers on specific topics
- bridges for information flow between other GNSO constituencies

The mission of the BC

The Constituency fully represents the views of the Internet business user community.

ICANN policy positions are consistent with the development of business via an Internet that is stable, secure and reliable while promoting consumer confidence.

ICANN policy positions derive from broad stakeholder participation in a common forum for suppliers and users.

BC Executive Committee

Chair
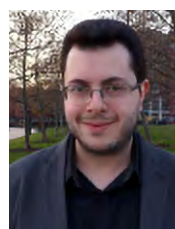Mason Cole

Vice Chair, Policy Coordination
Steve DelBianco

Vice Chair, Finance & Operations
Lawrence Olawale-Roberts

CSG Representative
Tim Smith

GNSO Councilor
Marie Pattullo

GNSO Councilor
Mark Datysgeld

2022 Nominating Committee Members

Large Business Seat
Scott McCormick

Small Business Seat
Adetola Sogbesan

BC Finance Sub Committee:
Lawrence Olawale-Roberts (Chair), Jimson Olufuye, Chris Chaplow, Jay Sudowski, Yusuph Kileo

BC Credentials Committee:
Zak Muscovitch (Chair), Vivek Goyal, Roger Baah, John Berard, Kate Buckley

BC Communications Committee:
Vivek Goyal (Chair), Yusuph Kileo, Joseph Ambali

BC Onboarding Committee:
Roger Baah (Chair), Mark Datysgeld, Samuel Dada

Join the conversation on Twitter:
https://twitter.com/icannbc

BC SECRETARIAT

Brenda Brewer   Chantelle Doerksen

If you would like to become a member of the BC, please contact the BC Secretariat at:
info@icannbc.org

or simply visit our website and register online:
www.icannbc.org