



### From the Chair

**“Broadening and deepening participation of business is a key goal for the Business Constituency”**

As ICANN convenes in Toronto, expectations of the community and newcomers are high. Coupled with the optimism associated with the new leadership team, there are also areas of concern about ICANN actions and policy and external threats to ICANN’s mission and core functions.

The optimism comes from the high expectations that all have for the new leadership team. Fadi Chehade took up his position as CEO and President in mid September, and has already announced the creation of collaborative teams to accelerate effective engagement. The appointment of two senior advisors – Sally Costerton, to lead the new position of Stakeholder Engagement and Tarek Kamel, as Senior Advisor for Government Affairs -- were welcomed by business users, and by the fuller community.

But, even as business users are continuing to work within ICANN in a number of critical areas, ICANN’s external challenges remain a continuing priority for business users. Many of the BC are active leaders externally in the fora where ICANN’s role and effectiveness are debated. We continue to seek to work collaboratively with ICANN.

Fulfilling ICANN’s core mission and its day to day responsibilities with better than commercial grade performance was a key interest when business listened to the introductory speech of the incoming CEO and President in Prague. Business views this as tightly linked to the concerns of governments, and IGOs, and indeed to the continuing support and faith of the broader community, including business, in our ICANN.

The new gTLD program continues

to consume major time from businesses who are not applicants, with strong concerns about the negative externalities of cost and human resource that accompany the introduction of new gTLDs. The BC has proposed improvements in the mechanisms that protect trademark interests, and address concerns about fraud and corporate identity theft in abusive registrations and a focused communications and awareness program. See article and sidebar on pages 4 and 5.

Security and stability of the Internet, and ICANN’s impact on those who build and operate the Internet and online services is also a key area for the BC. An overview article on pages 6 and 7 include highlights from ICANN’s CSO team. The BC hosted an outreach event on July 18, with guest speaker, Patrick Jones and identified other strategies for collaboration with the CSO’s team.

ICANN turns fifteen years old in 2013. It’s time to examine our shared vision for ICANN and how ICANN fits into the larger eco system and how the stakeholders who build and support ICANN can strengthen ICANN’s effectiveness. It is time to examine ICANN’s vision statement and to look for how we gain buy in from all ICANN stakeholders to a shared vision statement. Let’s use our fifteen year to think sincerely, carefully, pragmatically and responsibly about ICANN’s vision, and seek to strengthen the stakeholders, Board, and staff’s shared understanding of ICANN. And to build and deepen stakeholder participation. That is what birthday’s are for – celebrations but also affirmations.

**Marilyn Cade – BC Chair**



### On the road to Toronto

The BC held an outreach event, hosted by TechAmerica, in Washington, DC, September 18, We followed that with participation in a MelbourneIT “Trademarks and new gTLDs” event, with Steve Delbianco presenting the BC’s views and numerous members participating. We just returned John Berard as one of our two councilors on the GNSO Council. The BC just appointed our Nominating Committee members. We will be meeting with our colleagues in the CSG to identify candidates for appointment to the second ATRT Working Group. In addition, we will have breakfast with the Governments, along with the ISPs and IPC and discuss what it means for ICANN to ‘act in the public interest’. We welcome the high level meeting that the Governments have organized. We will have a session and a social interaction with the Board. And BC members will be in over 70% of the workshops and main sessions as observers and participants, and speakers.

# Security, Stability and Resiliency

## Why SSR matters to BC

The Security, Stability, and Resiliency Review Team (SSR RT) was one of four review processes mandated by the Affirmation of Commitments. The team worked for the majority of 2011 and into 2012. Ultimately, after many months of intensive work, the SSR RT made 28 recommendations. The BC provided two sets of comments during the public comment processes, and participated in the open public forums held by the SSR RT.

The BC views may be summarized as follows:

ICANN's decisions directly impact on a larger ecosystem that is designed, built, and managed by business entities.

ICANN must view participation in coordinated, industry efforts to combat malicious DNS activity as absolutely essential to [its] mission. This should be coupled with timely enforcement of contracted party compliance obligations and collaborative efforts for enterprises to combat persistent attacks that abuse DNS technologies.

### Upcoming SSR Training

Interop/ION Mumbai, 8-12 Oct – Mumbai, India

APWG eCrime 2012/4th DNS SSR Symposium, 22-25 Oct – Las Croabas, Puerto Rico

DNSSEC training at LACNIC/LACNOG, 28 October – 1 Nov – Montevideo, Uruguay

DNSSEC at the Internet Governance Forum, 6-9 Nov – Baku, Azerbaijan

KSK Ceremony XI, 12 Nov – Culpeper, Virginia

SSAC Intercessional, 14-16 Nov – Los Angeles, California

CaribNOG, 19-21 Nov – Trinidad

APTLD Meeting & Training, 27-30 Nov, – Taiwan

DNSSEC training at ISOC Lebanon, 3-6 Dec – Beirut, Lebanon

Pan Arab Cyber Security Observatory, 6-7 Dec – Tunis, Tunisia

Black Hat Abu Dhabi, 10-13 Dec – Abu Dhabi, UAE

## Four Faces of SSR *by Patrick Jones*



“Ensuring the security, stability and resiliency of the Internet’s unique identifier systems is foundational to ICANN’s mission...”

14 years ago, ICANN was formed to coordinate the Internet’s unique identifier systems through a community-driven multi-stakeholder model. Since then, the world that we live in and ICANN operates in has changed dramatically. The importance of security and stability of the Internet’s unique identifiers to ICANN’s mission continues as a key priority.

In 1996, two years before ICANN was formed, there were around 23,000 domain names. There are now over 240 million domain names across 315 top-level domains worldwide. The growth in users of the Internet has also expanded to just over 2 billion users, with a majority of users coming from emerging and developing economies. These milestones are important to showing where we started from in the pre-ICANN days to the world we live in now.

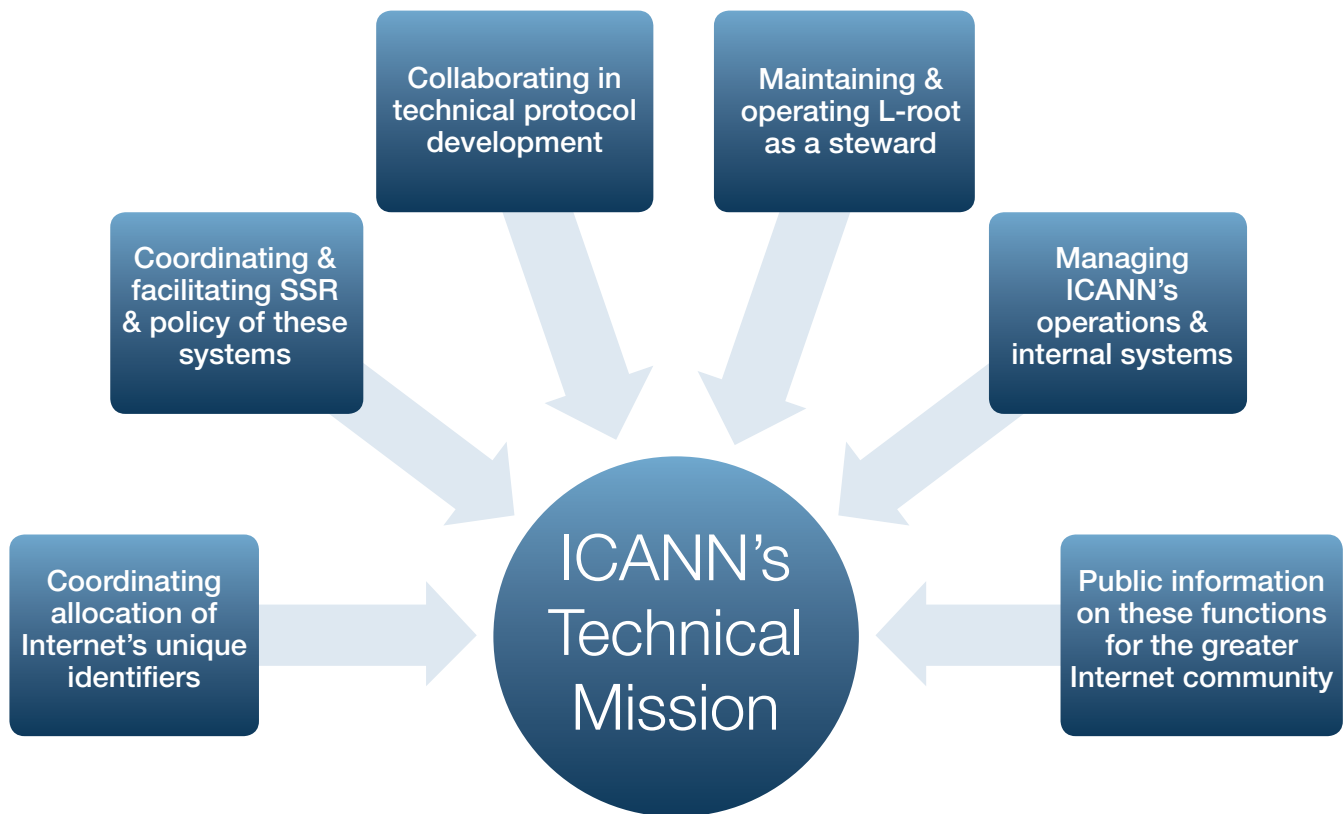
There are more Arabic script TLDs today (16) than generic TLDs existed in 1996. There are now 32 delegated IDN country code TLDs representing

22 countries and territories and another 8 in the IANA delegation process.

Ensuring the security, stability and resiliency of the Internet’s unique identifier systems is foundational to ICANN’s mission, core values and the Affirmation of Commitments. ICANN’s SSR responsibilities are accomplished through the Security team. This is a distributed team, with global reach and expertise in technical and policy issues impacting the Internet’s unique identifiers. The Security team has an internal and external role, working across the organization and community to support ICANN’s mission of preserving and enhancing the operational stability, reliability and global interoperability of the Internet. You can learn more about the Security team at:

<https://www.icann.org/security>

The Security team serves as a bridge between the technical community, business and non-commercial users of the Internet’s unique identifiers,



as well as governments and policy makers, law enforcement and the academic community. Team members frequently speak as invited subject matter experts on cyber security, DNS threats, and other topics related to ICANN's SSR role.

The Security team is responsible for ICANN's SSR obligations under the Affirmation of Commitments. In September 2012, ICANN marked another milestone; ICANN's Board received the Final Report of SSR Review Team under the Affirmation of Commitments and directed staff to prepare implementation plans for the 28 recommendations.

On two of those recommendations (Recommendations 1 and 4), ICANN has proactively sought community input on its role and remit in security, stability and resiliency of the Internet's unique identifiers. The comment period ran between May and mid September. ICANN received inputs from the At Large Advisory Committee, ccNSO

Council, the Business community, ISP Constituency, gTLD Registry Stakeholder Group, ccTLD operators, LACTLD, government representatives in Panama, Afghanistan, registrars, former ICANN Board members, and other individuals.

In Toronto, we will continue the conversation on ICANN's role and remit in a lively Expert Panel on Monday 15 October in the traditional DNS Abuse Forum time slot. Panelists include Jeff Brueggeman, Jeff Moss, Debbie Monahan, Dan Kaminsky, Steve Crocker, Mick Moran and Paul Twomey in a free-flowing, moderated panel with community participation. It's a welcomed and unique opportunity to engage on security, stability and resiliency with the community.

In addition, the team is busy with a number of capability building initiatives and training programs. The box on the previous page shows our schedule for just the rest of 2012.



*Jeff Moss, Vice President and Chief Security Officer of ICANN*



# ICANN Multi-Stakeholder Model

Board of Directors



**Back row Left to Right:** Sébastien Bachollet (At-Large), Gonzalo Navarro (Nom Com), Bill Graham (GNSO), Thomas Roessler (TLG Liaison), Bertrand de La Chapelle (Nom Com), Chris Disspain (ccNSO), Thomas Narten (IETF Liaison), Mike Silber (ccNSO) **Front Row Left to Right:** Suzanne Woolf (RSSAC Liaison), Judith Duavit Vazquez (Nom Com), Fadi Chehadé – President & CEO, Steve Crocker – Chair (Nom Com), Bruce Tonkin – Vice Chair (GNSO), George Sadowsky (Nom Com), Kuo-Wei Wu (ASO), Cherine Chalaby (Nom Com), Ram Mohan (SSAC Liaison), Raymond A. Plzak (ASO)

Photo taken at ICANN Meeting 44 in Prague (Selecting Organisation in brackets)

Not in photo: Erika Mann (Nom Com), Heather Dryden (GAC Liaison), R. Ramaraj (Nom Com)

## GNSO

(see following page)

## ccNSO

Lesley Cowley (Chair)  
Keith Davidson (Vice Chair)  
Byron Holland (Vice Chair)

## ASO

Louis Lee (Chair)  
Alan Barrett (Vice Chair)  
Dave Wilson (Vice Chair)  
  
Fiona Asonga  
Douglas Onyango  
Naresh Ajwani  
Tomohiro Fujisaki  
Andy Linton  
Jason Schiller  
Ron da Silva  
Sebastián Bellagamba  
Hartmut Glaser  
Alejandro Guzman  
Hans Petter Holen  
Wilfried Woeber

## Government Advisory Committee (GAC)

Heather Dryden (Canada) (Chair)  
Alice Munyua (Kenya) (Vice Chair)  
Maria Hall (Sweden) (Vice Chair)  
Choon-Sai Lim (Singapore) (Vice Chair)

## Security & Stability Advisory Committee (SSAC)

Patrik Fältström (Chair)

## Root Server System Advisory Committee (RSSAC)

Jun Murai (Chair)

## At-Large Advisory Committee (ALAC)

Olivier Crépin-Leblond (Chair)  
Carlton Samuels (Vice Chair)  
Evan Leibovitch (Vice Chair)  
Tijani Ben Jemaa (Rapporteur)  
Rinalia Abdul Rahim (AFRALO Representative)

## Technical Liaison Group (TLG)

Fernando Soriano (ETSI)  
Bernardo Correia (ETSI)  
Reinhard Scholl (ITU-T)  
Thomas Roessler (W3C)  
tba (IAB)

## Internet Engineering Task Force (IETF)

Thomas Narten

## Nominating Committee 2013

Yrjö Länsipuro (Chair)  
Cheryl Langdon-Orr (Chair-Elect)

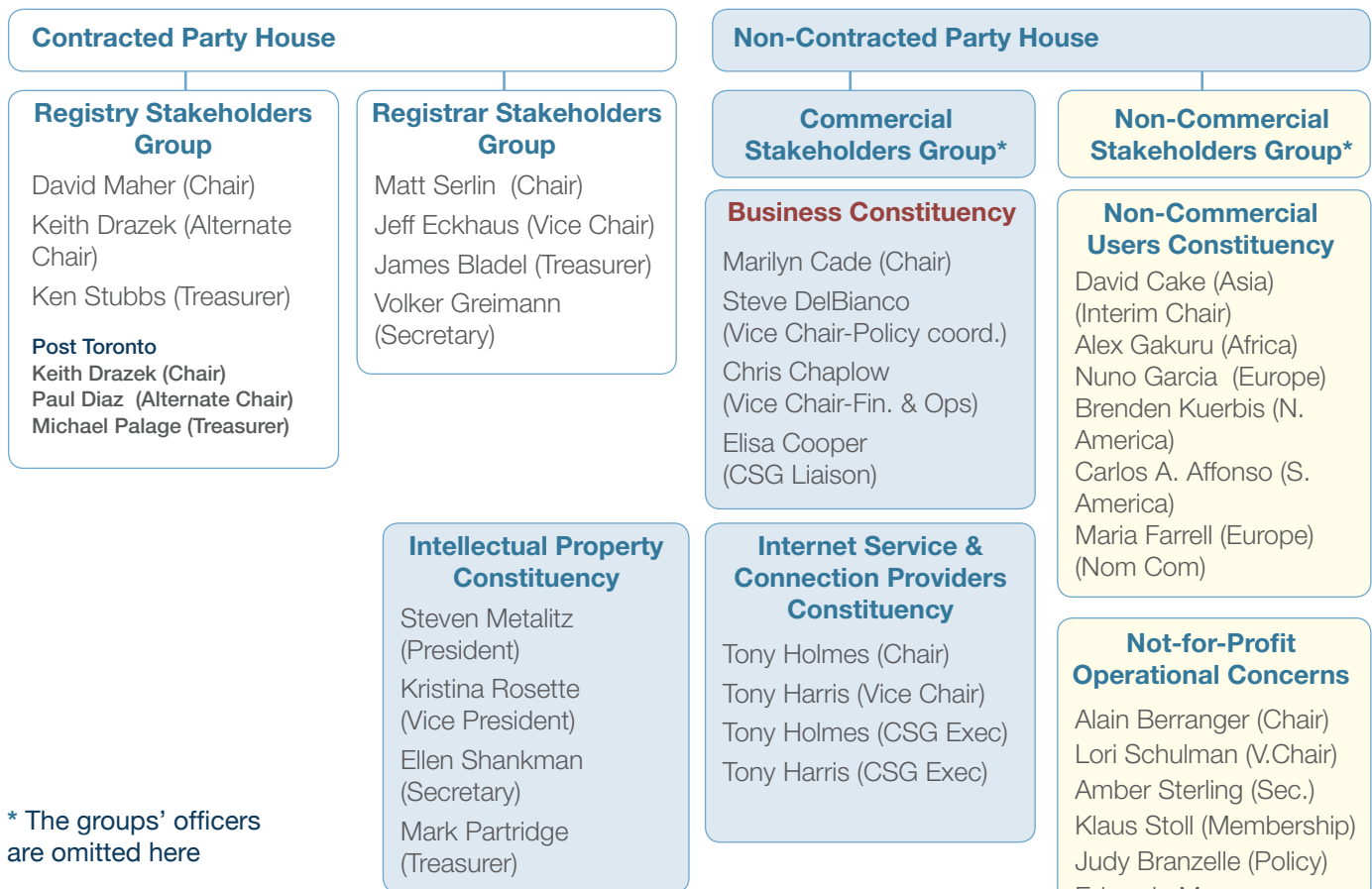
## Ombudsman

Chris LaHatte

A post Toronto edition of this chart will be posted in PDF on the BC website [www.bizconst.org](http://www.bizconst.org)

# GNSO Stakeholder Groups, Constituencies and Council

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



\* The groups' officers are omitted here

## ICANN Policy Staff Supporting the GNSO:

David Olive, Glen de Saint Géry, Gisella Gruber, Julie Hedlund, Rob Hoggarth, Marika Konings, Margie Milam, Brian Peck, Nathalie Peregrine.

# Impact of New gTLDs on Business



.ads	.cloud	.eat	.gmbh	.llp	.nexus	.spot
.and	.corp	.esq	.goo	.lol	.page	.srl
.android	.cpa	.est	.goog	.love	.pet	.store
.app	.dad	.family	.google	.mail	.phd	.talk
.are	.day	.film	.guge	.map	.play	.team
.baby	.dclk	.fly	.hangout	.mba	.plus	.tech
.blog	.dds	.foo	.here	.med	.prod	.tour
.boo	.dev	.free	.home	.meme	.prof	.tube
.book	.diy	.fun	.how	.mom	.rsvp	.vip
.buy	.docs	.fyi	.inc	.moto	.search	.web
.car	.dog	.game	.ing	.mov	.shop	.wow
.cal	.dot	.gbiz	.kid	.movie	.show	.you
.channel	.drive	.gle	.live	.music	.site	.youtube
.chrome	.earth	.gmail	.llc	.new	.soy	.zip

On June 13, 2012, ICANN announced that they had received 1930 new gTLD applications from 60 countries for 1409 unique strings. Of the 1930 strings, 1179 were uncontested, and 751 were contested across 230 strings.

.Brand TLDs, such as .STATEFARM, .YAHOO and .DHL, accounted for more than one-third of all applications submitted and represented sectors ranging from technology to travel.

Aside from the .Brand TLDs, there were also 84 “Community-Based” TLDs, some of which were also designated as geographical names. In addition, there were 66 geographical names (most of which were city TLDs). Only 116 applications of the 1930 applications utilized IDNs (Internationalized Domain Names).

The most highly contested strings can be seen in the chart on page 7.

In terms of geographical distribution of applicants, according to ICANN’s figures, approximately 78% of the applicants were located in North America and Europe. Sixteen percent of applicants were located in the Asia-Pacific Region and less than 2% of applicants were located in Latin American and Africa.

Undoubtedly, the launch of new gTLDs will have a profound impact on Businesses as they navigate through this new environment.

Chart 1: Total Applications by Type

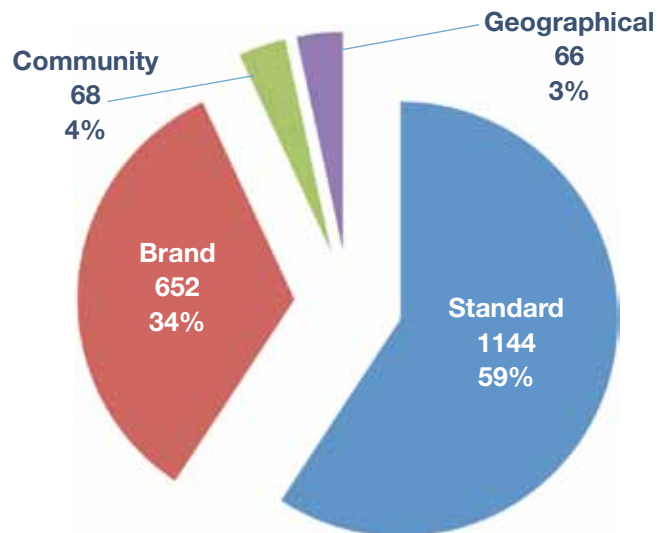


Chart 2: Brand Applications

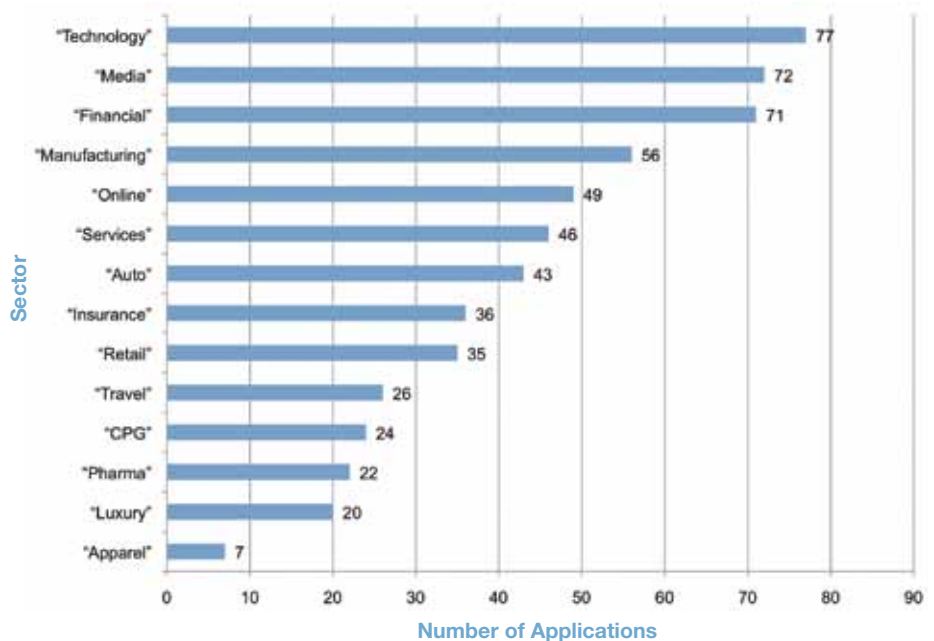
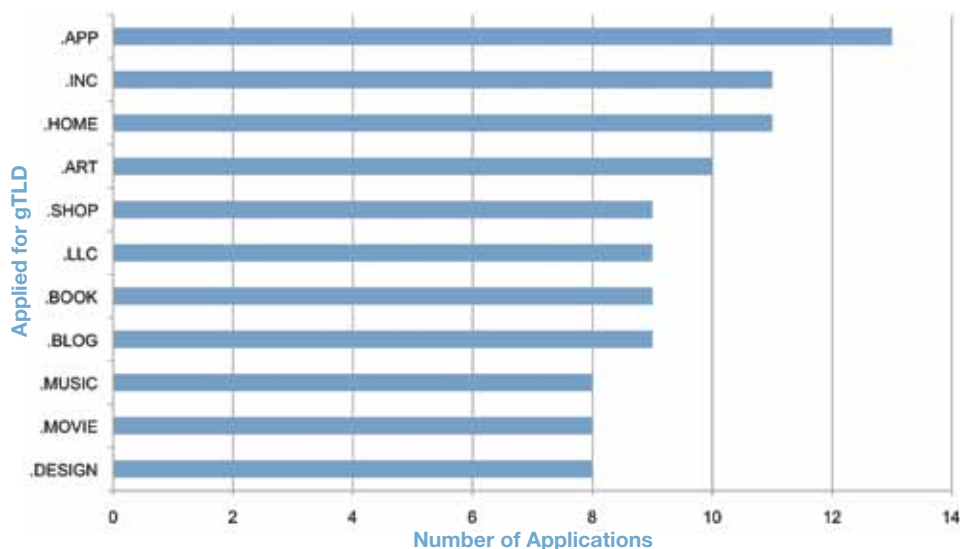




Chart 3: Most Highly Contested Strings



A recent survey conducted by MarkMonitor revealed that New gTLDs are of significant concern to large corporations. Fifty-five percent of the respondents stated that New gTLDs will create opportunities for brand harm or confusion. And just over half stated that their online policing efforts will need to increase. Interestingly enough, about 75% of the respondents do not expect to use new gTLDs for core websites and over a third are not sure what to do with their domain portfolios in response to new gTLDs.

### How should business prepare for the launch of the new gTLDs?

You should get engaged now. Understanding and using ICANN's Rights Protection Mechanisms (RPMs) and affecting improvements in how they support business users calls for your involvement and participation now.

### Companies should begin preparing for the launch of new gTLD Registries in late 2013 by:

- Preparing for the submission of data to Trademark Clearinghouse
- Rationalizing portfolios and ensuring domain policies are current
- Budgeting accordingly for new registrations and resources
- Implementing policing strategies for brand abuse across all New gTLDs

All companies should become familiar with new Rights Protection Mechanisms including:

- URS (Uniform Rapid Suspension)
- Trademark Claims Notices
- PDDRP (Post-Delegation Dispute Resolution Policy)
- RRDRP (Registry Restriction Dispute Resolution Procedure).

## From the BC Chair:

BC members and others from business have raised several concerns about the Guidebook's RPMs and Objection period, finding that they are simply not adequate to address business users concerns. The changes the BC has proposed and discussed with others are summarized below:

- 1) extend Sunrise Launch Period from 30 to 60 days with a standardized process
- 2) extend the TM clearinghouse for an indefinite period; ensure the process is easy to use, secure, and stable
- 3) complete the URS as a low cost alternative and improve its usefulness - if necessary, ICANN could underwrite for an initial period.
- 4) add a "do not resolve" function to the TM clearinghouse for exact match to TM and additional option of TM plus words that the trademark holder proposes/with a reasonable fee for such non resolving names. This should be a low cost alternative to massive defensive registrations.
- 5) validate contact information for registrants in WHOIS
- 6) all registrars active in new gTLD registrations must adhere to amended RAA
- 7) Enforce compliance of all registry commitments
- 8) For strings recovered in a URDP or URS, if the TM owner prevailed due to infringement or risk of confusing or deceiving users, such strings should be added to the TM Clearinghouse, generating TM claim notices in the future.

We look forward to working with ICANN to advance the involvement of the business community in broadening and deepening the awareness about the implications of the new gTLD program to business registrants and in making key improvements to the RPMs and the Objection Period.



Article and Research by Elisa Cooper

Over the last 9 years, Elisa has worked closely with Fortune 1000 corporations to define and develop market leading domain management and brand protection solutions. She serves as a senior domain name consultant working with corporations on portfolio consolidations, domain name strategy and online brand protection.



# About the Business Constituency (BC)



## 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.

## Members of the BC use the Internet to conduct business.

The Business Constituency is a constituency representing customers of providers of connectivity, domain names, IP addresses, protocols and other services related to electronic commerce in its broad sense.

The BC maintains a public and private member list, conducts discussions and debates by regular conference calls that are transcribed and available online; organizes briefings for members at face to face meetings with the Board, ALAC, and other parties; holds a membership meeting at each ICANN meeting; engages issue managers on specific topics; and organizes special outreach events to business and others on an occasional basis.



**Back row Left to Right:** Scott McCormick, Andy Abrams, John Myers, Marie Pattullo, Janet O’Callaghan, Gabriela Szlak, Phil Corwin, Constance Weise, Tero Mustala. **Front Row Left to Right:** Zahid Jamil, Steve DelBianco, Marilyn Cade, Chris Chaplow, John Berard, Ayesha Hassan.

### Executive Committee

**Chair:** Marilyn Cade

**Vice Chair, Policy Coordination:**  
Steve DelBianco

**Vice Chair, Finance & Operations:** Chris Chaplow

**CSG Representative:**  
Elisa Cooper

**GNSO Councilor:** Zahid Jamil

**GNSO Councilor:** John Berard

### BC Appointees to the Nominating Committee 2013

Ron Andruff, RNA Partners  
Waudo Siganga, WITSA

### BC Credentials Committee:

Martin Sutton, HSBC  
David Fares, News Corporation  
Ron Andruff, RNA Partners

### BC Finance Sub Committee:

Anders Halvorsen, WITSA  
James Baskin, Verizon

### Useful Links

#### BC Charter:

[www.bizconst.org/charter.htm](http://www.bizconst.org/charter.htm)

#### BC Members:

[www.bizconst.org/members.htm](http://www.bizconst.org/members.htm)

#### Join the BC:

[www.bizconst.org/joinus.htm](http://www.bizconst.org/joinus.htm)

#### ICANN:

[www.icann.org](http://www.icann.org)

If you would like to become a member of the BC, please contact the BC Secretariat at: [bc-secretariat@icann.org](mailto:bc-secretariat@icann.org)

[www.bizconst.org](http://www.bizconst.org)