



## Welcome to Buenos Aires ICANN 53

It might appear that understanding ICANN even requires learning a new language – ICANN-Acronymese – to understand the wall of acronyms, but if you are from business, the Business Constituency@ICANN can help to demystify, and support how you fit into ICANN.

Engaging with the BC can offer helpful tips to finding one's way into full engagement and participation in the work and activities underway at ICANN that affect the business world, and how the Internet contributes to doing business—nationally, regionally and globally.

ICANN is one of the world's most unique, and innovative approaches in multi stakeholder governance, drawing together business, the technical community; civil society and NGOs; individuals; governments; and participants from international and intergovernmental entities to participate and collaborate to analyze challenges and issues; devise consensus, bottom up policy proposals, and manage and coordinate the Internet's unique indicators [domain names; IP addresses, root servers, protocols –technical elements upon which the Internet depends for secure and stable operations]. While they may sound mysteriously technical, their stable and secure operations is critical to online

business. If the Internet, and the online world affect your business as a user, you belong at the BC, and you belong at ICANN.

We are business users of the Internet – individual entrepreneurs and micro enterprises, SMEs, large and global corporations, and associations and professional alliances of companies. The BC gives its members a significant platform for participation, engagement, policy analysis, and contribution to guide informed and accountable policy decisions and implementation. The BC is not alone as a key Stakeholder group at ICANN, and learning more about the rest of ICANN's organizational structure and how to be effective within ICANN is a core contribution of the BC's services to its members. We even decode all those challenging acronyms!

Involvement, engagement and leadership at all levels are critical to the effectiveness of the voice of business users within ICANN. The BC advises and represents business user views and concerns in the development of policy that affects business directly, and in the broader governance of ICANN as an organization. We also undertake outreach and participation into the broader business community; and many of our members are key leaders in the broader Internet governance debates. We have

conducted awareness events this year in Latin America, MENA, Europe, United States and Africa. We also work throughout the year electronically to stay closely engaged in ICANN.

We ensure that there is open and frequent interaction for our members with the ICANN Government Advisory Committee and with the ICANN Board, as well as other stakeholders within ICANN. The BC has a role in electing two of the 21 members of the GNSO policy Council; and in the selection of ICANN Board members, as do other parts of ICANN.

As a consensus driven, bottom-up decision-making organization, ICANN depends on a strong foundation of informed and committed stakeholders from all these groups. In short, we need you in ICANN.

Stable, predictable and secure operation of the Internet is a critical success factor to all businesses –large and small. The BC is working closely with ICANN toward strengthening outreach and participation and engagement with business users. Join us in Buenos Aires at any of our BC events and learn how we can help to 'demystify' ICANN and welcome you as an integral contributor to ICANN as a part of the BC.





# ICANN Business Constituency Factsheet

## Why should you join the Business Constituency?

### Do you believe the private sector should continue to have a voice at ICANN to guide and influence ICANN policy and activities?

There is a real threat, without the voice of business users, that certain functions now performed by ICANN related to governance of domain names and IP addressing could be taken over by governments or become more 'intergovernmental' in their functioning or decision making. Any change from the private sector led, multistakeholder governance model embodied within ICANN could lead to a dramatic slowing down in decision making, and limit the voice of the commercial sector that has built and operates the Internet.

### Are you involved in e-commerce and delivering online services or applications to users?

All BC users are interested in ensuring a stable, reliable and resilient Internet and e-commerce platform for business. You can contribute to this through participating in ICANN, helping to make ICANN more effective and improving its accountability and transparency. Business users rely on a stable and secure Internet and ecommerce 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.

### Do you use a web site for your business?

We all recognize that the world wants to be online. Domain names and IP addresses are part of ICANN's core coordination functions. For instance, it is ICANN that selects the top level names, such as .info, .biz, .eu, .jobs and .travel. ICANN is engaged in an imminent and major expansion of the top level generic space (for example, .eco or .music), and is introducing internationalized [non-Latin script] domain names. Both these changes portend a dramatic shift in how the DNS works, and both will have profound implications for business users and the customers they serve. The BC is a critical player in determining the rules for the expansion that is planned.

### Have you had problems transferring a domain name?

The BC recently participated in discussions to introduce a streamlined procedure for users to transfer their business from one registrar to another.

## How to find out more about the BC @ ICANN

[www.bizconst.org](http://www.bizconst.org) or contact the BC Secretariat: [info-bc@icann.org](mailto:info-bc@icann.org) or [info@bizconst.org](mailto:info@bizconst.org)

### Executive Committee

**Chair:** Elisa Cooper

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

**Vice Chair, Finance & Operations:** Jimson Olufuye

**CSG Representative:** David Fares

**GNSO Councilor:** Susan Kawaguchi

**GNSO Councilor:** Phil Corwin

### 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)

**Acronym Helper:** [www.bizconst.org/glossary.htm](http://www.bizconst.org/glossary.htm)



### ICANN will next meet in:

Dublin, Ireland

18-22 October 2015

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**Dublin**   
18-22 OCTOBER 2015