



## ICANN|55 MARRAKECH 5 – 10 March 2016



### News from the Chair

**Dear ICANN Community Members:**

The Business Constituency (BC) strives to ensure that ICANN's activities and policies create a stable, secure, and open Internet for the benefit of free expression and commerce. Maintenance of the underlying Domain Name System is of paramount importance to business users of the Internet. To be sure, with regard to the ongoing development of the commercial Internet, ICANN is where it begins.

This past year was an incredibly busy year for the BC. At times the only entity within ICANN commenting on policy matters, the BC has provided cogent input on a variety of issues, including WHOIS improvements, new gTLD implementation review, and

rights protection mechanisms for all gTLDs. And, of course, the BC has been regularly commenting on the accountability reform proposals associated with the transition of ICANN stewardship from the NTIA to the global multistakeholder community.

It can be expected that 2016 will be as busy as 2015, if not more so. After much community discussion, we expect the final accountability reform proposal to be submitted for U.S. government review in the near future. But the work has just begun. Implementation of such reform proposals must still be accomplished even when the IANA contract expires, and such work will assuredly start this year.

As it reforms its accountability mechanisms

under the watch of a new CEO, ICANN will be embarking in 2016 on a very new chapter in its existence. Just as the commercial Internet has reached the "age of majority" and is an adult now, so too has ICANN. And the BC, as it matures and grows more geographically diverse, will remain ever vigilant in ensuring ICANN, as it moves further into "adulthood," serves the interests of the Internet's business users.

I wish you all a productive and educational meeting in Marrakech. Onward and upward!

Warmly,

Chris Wilson

Chair, ICANN Business Constituency

# FY16 Outreach Strategy

## BC Outreach Committee

The Commercial and Business Users' Constituency (BC) FY16 Outreach Strategy is premised on fulfilling the BC mission<sup>1</sup> as contained in its 2009 approved Charter. It is also aimed at aligning with ICANN strategic objectives one<sup>2</sup> and four<sup>3</sup>.

### Objectives

The BC Outreach objectives are:

**1.** To create awareness about the BC, how it works and

ICANN, particularly in low membership regions and industry sectors.

**2.** To realise this mission by growing the BC membership base thereby enriching its long term policy development efforts and at the same time addressing volunteer burn-out phenomenon

**3.** To advance the bottom-up multi-stakeholder model of ICANN by creating meaningful opportunities for input from a broad cross section of businesses.

## BC OUTREACH STRATEGY MATRIX

SN	Objectives	Outputs	Expected Results	Key Performance Indicators
1	To create awareness about BC, its works and ICANN in low membership regions.	Conduct of Outreach events in collaboration with stakeholders in Africa, Asia & Latin America. Re-branding of URL (bizconst.org). Reports, Newsletters, Factsheets.	Increased awareness of BC & ICANN. Increased interest in the DNS industry.	Speaking opportunities for BC officials @ (Business) events. Numbers of newsletters distributed. Number of electronic, print and new media beats. Increased BC membership.
2	To realise its mission by growing its membership base thereby enriching its long term policy development efforts and at the same time addressing volunteer burn-out phenomenon.	Conduct of Outreach events in collaboration with stakeholders in Africa, Asia & Latin America. Member one-on-one outreach with business associates.	More members of BC from the 3 regions (Africa, Asia and Latin America).	Growth of BC membership by 25%. Effective BC participation in all WGs. Numbers of business stakeholders reached.
3	To advance the bottom-up multi-stakeholder model of ICANN.	Fortnightly conference calls. Effective participation in ICANN policy development process. Publication of policy positions on the wiki and URL. Presentations at key trade Association events.	Increased uptake of the M/S model across entities.	Survey results Growth in membership. Effective BC participation in all WGs.

## Implementation Strategy

Implementing its Outreach Strategy is based on ICANN FY16-27 support provision of a one-off event and BC's FY16 Budget provision for Outreach based on its established Outreach funding criteria.

The BC seeks to:

- Present information about ICANN and the BC at ICT related events around the globe, particularly in low membership regions.
- Hold special events to inform the business community about ICANN and the BC.
- Provide travel support for potential members to attend relevant activities
- Provide financial support for BC members to attend outreach and recruitment events on behalf of the BC that they would not otherwise attend
- Provide mentorship and informal support to business representatives attending ICANN or BC meetings for the first time.

## Governance Framework

BC Outreach strategy is administered by the BC Outreach Committee with the support of its Executive Committee and ICANN staff.

Events and travel support requests are considered and approved by the Outreach Committee. Report outs of activities are provided to the BC membership at large.

## Expected Outcome

Through our outreach efforts, the BC expects to

- Reach an in-person audience of some 500 potential members through attendance/speaking at various conferences.
- Attract 16 new members by the end of FY2016
- Distribute more than 5,000 BC newsletters, business cards and factsheets
- Attract close to 10,000 webpage views through leads from news channels across the world.

1. The mission of the Business Constituency is to ensure that ICANN policy positions are consistent with the development of an Internet that:
  - promotes end-user confidence because it is a safe place to conduct business
  - is competitive in the supply of registry and registrar and related services
  - is technically stable, secure and reliable.
2. Evolve and further globalize ICANN
3. Promote ICANN's role and multistakeholder approach

# Policy Perspective

**By Steve DelBianco, Vice Chair  
for Policy Coordination**

**While the BC remains deeply engaged in ICANN Accountability and the IANA transition, our members have worked together to stay on top of a host of DNS issues relevant to business.**

Since our last newsletter in October, BC members drafted and debated positions on a dozen ICANN public comment topics, submitting over 50 pages of substantive content. Most recently, the BC has been covering business interests in the next round of new top-level domains, and access to accurate information about domain registrants.

At the Marrakech meeting, I expect we'll see approval of the final proposal for ICANN accountability, including new community powers—some in reaction to stress tests that were first proposed by the BC in 2014. Next steps for this transition are US government approval and implementation of the proposal, which will last well into 2016.

Marrakech will also see discussions of reviewing the previous round of gTLD expansion, in order to plan for improvements in the next round of applications.

But it's not just the topical relevance to business that makes the BC the top contributor to ICANN's comment process. It's also that the BC provides a welcoming environment for those who are new to ICANN or whose 'day job' is too demanding to accommodate lots of time for ICANN issues.

BC members appreciate when anyone volunteers to tackle a thorny technical topic loaded with historical and political baggage. And BC members respond by building on suggestions and questions, resulting in positions and comments that get to the core concerns of business registrants and users.

While in Marrakech, join in any BC meeting to witness a welcoming culture that rewards a spark of interest with the

fuel of collective experience and camaraderie.



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

# One World, One Internet

**BC-ICANN Outreach Program Report**, submitted by David Chan, Secretary General, Asian-Oceanian Computing Industry Organization (ASOCIO) November 30, 2015



**The 400 plus delegates listening to the Keynote Speech Given by Dr. Jimson at ASOCIO – PIKOM Digital Leadership ICT Summit at Kuala Lumpur on Oct. 6, 2015**

The Business Constituency of ICANN conducted an Outreach in Malaysia in conjunction with ASOCIO. The theme of the outreach was “One World, One Internet” at the ASOCIO-PIKOM ICT Digital Leadership Summit at Kuala Lumpur from October 6 to 7, 2015. PIKOM is the National ICT Association of Malaysia who was the host organization of ASOCIO’s annual ICT Summit.

ICANN management wants to hear more grass root voices from Asia, especially from developing countries

Dr. Jimson Olufuye, the Chairman of Africa ICT Alliance and the Vice Chair of Finance and Operations of BC/ICANN gave a speech at the summit talking about the vision, mission, organization, achievement, and the directions of ICANN transformation. As Asia now emerges as the fastest growing Internet user areas with largest subscription base in the world, ICANN management

wants to hear more grass root voices from Asia, pointed out by Dr. Olufuye at a keynote speech session with more than 400 delegates from all over Asia, especially for those from developing countries.

Dr. Olufuye called on leaders of ASOCIO economies to participate more actively in all ICANN events held all over the world, to feedback their comments and expectations to ICANN management and community leaders and members. He specifically asked ASOCIO, the representative body of Internet commercial users, to voice their suggestions to make the Internet a transparent and accountable platform to run their business on behalf of small enterprises in Asia.

The ICANN Outreach Program also supported Dr. Thanachart Numnonda, the Chairman of the Association of Thai ICT Industries (ATCI) and Mr. David Wong Nan Fay, the Chairman of SnT Global Sdn Bhd from Malaysia, to give speeches regarding the transformation to virtual business.

Overall, the Outreach Program of



**Dr. Jimson Olufuye with ASOCIO Chairman Bunrak Saraggananda (left), Mr. Cheah Kok Hoong, PIKOM Chairman (left 1), Mr. David Wong Nan Fay, speaker (left 2)**



**Dr. Jimson Olufuye receiving an Appreciation Plaque from Mr. Bunrak Saraggananda, Chairman of ASOCIO**

BC-ICANN at ASOCIO-PIKOM Digital Leadership ICT Summit had significantly raised its visibility in a platform joined by 24 ICT associations from Mongolia to Bangladesh. Many associations expressed their interest to create a relationship with BC/ICANN, such as Federation of ICT Industry of Sri Lanka and Myanmar Federation of Computers.

ASOCIO Board also wishes to deepen its relationship with ICANN, and work with ICANN to reach out to developing economies and small enterprises to empower their utilization of Internet to make their business viable and long lasting.

## BC Outreach at the 3rd AfICTA Summit

**BC-ICANN Outreach Program Report**, by Arinola Akinyemi, CEO Digisphere Ltd (BC member)

For the 3rd time in a row, BC successfully conducted an outreach at the annual Africa ICT Alliance (AfICTA) Summit. The event took place in Johannesburg on September 2, 2015.

Riding on the success of earlier outreaches, the Outreach provided opportunity for more than 70 Africa business leaders to listen to a BC Officer and this time, it was to Steve DelBianco, Vice-Chair, Policy Coordination; and Andrew Mack, Corodinator of BC Outreach Committee. Steve DelBianco's intervention focused on African developing home-grown strategies and initiatives to realise the full potentials of the Internet for e-commerce and general economic development. He underscored the critical role of the BC in the ICANN structure as the voice of commercial and business users of the Internet in the ICANN ecosystem and in advancing the dynamic global domain name system (DNS) industry. Andrew on his part espoused the huge domain name business opportunities in Africa. He urged African leaders to create policies that would unleash this potential. Answering questions, he indicated that the country code top level domains (ccTLD) and new generic top level domains (new gTLD) are not in competition. "They are good for domain name industry diversity and enhanced business opportunities" he said.

The outreach resulted in 2 important points in AfICTA 2015 declaration:

- Affirming that Internet access in particular engenders sustainable development and prosperity urge African national governments and parliaments in particular to enact laws, articulate strategies and policies that promote trust and confidence on the Internet.
- Noting the need for national ICT

associations and stakeholders to collaborate for better impact on national public policies urge delegates to look inwards, work with their contemporaries and stakeholders toward evolving vibrant national ICT advocacy alliance.

The BC Outreach further created opportunity for more stakeholders to know about the BC and it works and at the same time increased awareness about ICANN and the crucial role it's playing in the evolving IANA transition and accountability processes.

The AfICTA Summit with the theme **ICT: Lighting the way to development and prosperity in Africa** attracted participants from 10 AfICTA member nations as well as from other countries. **Jimson Olufuye**, Ph.D, re-elected Chairman Africa ICT Alliance was the Chief host while the CEO SAP South Africa (Pty) Ltd, represented by **Mpho Matsitse** (Snr Advisor – Government) delivered the Keynote address. Other Speakers included, **Adrian Schofield**, AfICTA Vice-Chair, **Rudi Vansnick**, (member Board of Trustees Global Knowledge Partnership Foundation and ICANN NPOC Chairman), **Steve Delbianco** BC Vice Chair Policy Coordination, **Waudu Siganga**, Ph.D, Chairman Computer Society of Kenya, **Engr Hossam Elgamal**, GNSE Egypt, **Paul Rowney** ICT-PAN, Namibia, **Andrew Mack** Principal, AMGlobal Consulting, USA & Coordinator BC Outreach Committee, **Alaa Ahmed El Khishen**, Director Ecco Outsourcing / Vice President EITESAL, Egypt, **Adetola Sogbesan** (AfICTA Board member) among other key stakeholders.

*BC Newsletters, Factsheets, roll-up banners and logos were extensively distributed and used at the event. The event organisers thanked BC and ICANN for the collaboration.*

## Governmental Advisory Committee (GAC)



### Left to Right:

Thomas Schneider – Chair,  
Olga Cavalli – Vice Chair,  
Gema Campillos – Vice Chair,  
Henri Kassen – Vice Chair,  
Wanawit Ahkuputra – Vice Chair,  
Ihsan Durdu – Vice Chair.

### Chair

Thomas Schneider  
(Switzerland)

### Vice Chairs

Dr. Olga Cavalli (Argentina)  
Ms. Gema Campillos (Spain)  
Mr. Henri Kassen (Namibia)  
Mr. Wanawit Ahkuputra  
(Thailand)  
Mr. Ihsan Durdu (Turkey)

## Report from the BC's Councilors on the GNSO Council

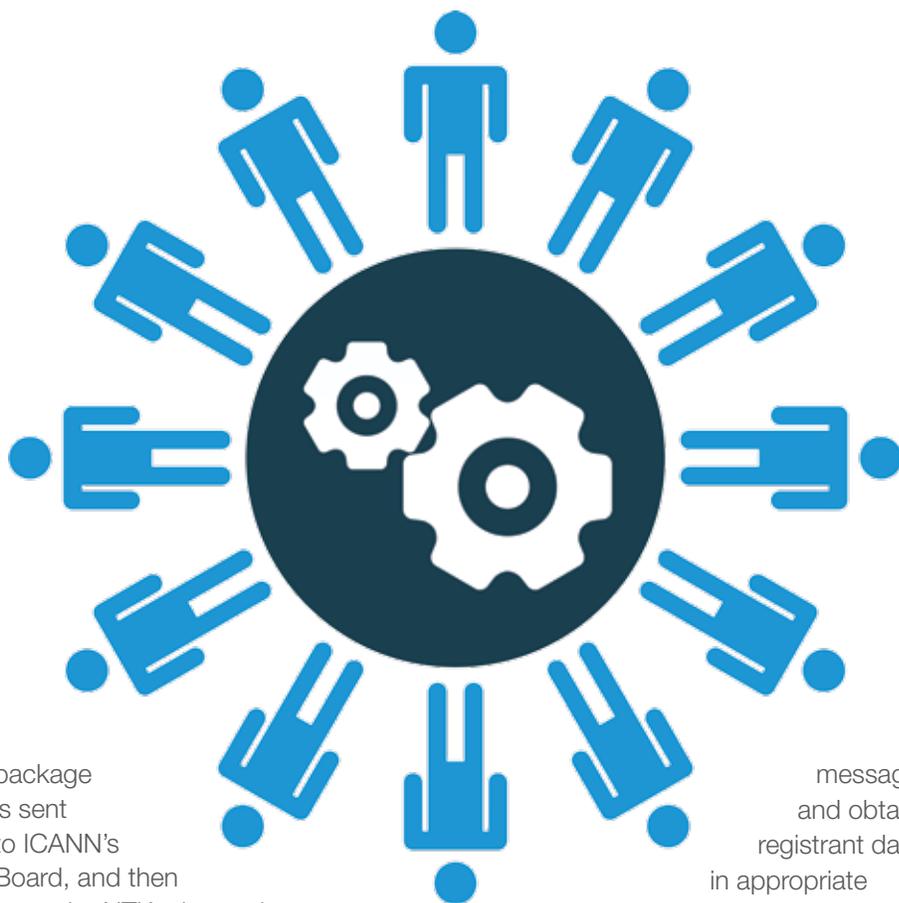
By Philip S. Corwin

**ICANN's Generic Names Supporting Organization (GNSO) includes all parts of the ICANN community involved with generic top level domains (gTLDs), and its Council sets policy for them. The BC's current Councilors representing its views on Council are Susan Kawaguchi of Facebook and Philip Corwin of the Internet Commerce Association.**

Like most of the ICANN community, the Council has been closely following and submitting input on the work of the CWG-Stewardship and the CCWG-Accountability. Most Councilors – including the BC's – have participated in various aspects of this process. The end result of this two-track process has been the development and delivery of a coherent package of recommendations for transitioning oversight of the IANA root zone functions from the National Telecommunications and Information Administration (NTIA), a division of the U.S. Department of Commerce, to the global multistakeholder community; in conjunction with new measures to make ICANN's Board and staff more accountable to its community while preventing governmental takeover or domination of ICANN.

The CWG has largely completed its work, and the CCWG's final Accountability Proposal is anticipated to receive final signoff by ICANN's Chartering Organizations, including the GNSO, at the ICANN 55 meeting taking place in Marrakech, Morocco in early March. Last August the NTIA announced that it was extending the IANA contract by one additional year, through September 30, 2016, to allow sufficient time for these processes to be concluded and the transition to take place later this year.

Once a final transition and accountability



package is sent to ICANN's Board, and then on to the NTIA, the work will hardly be over. Implementation of Work Stream 1 recommendations, including the drafting of new Bylaws, will proceed concurrently with the launch of the secondary yet still important issues relegated to Work Stream 2, including assurance of greater transparency in ICANN decision-making and operations. BC members will continue to discuss these ongoing processes and proposals on a regular basis, and Susan and Philip will convey the BC's consensus views to the full Council.

Other issues on which the Council is currently engaged include:

- Overseeing implementation of the recently completed PDP on accreditation standards for privacy and proxy services providers associated with registrars, to ensure that registrants' privacy is maintained but that rights holders can convey

messages and obtain registrant data in appropriate circumstances.

- Assuring that International Governmental Organizations (IGOs) have adequate access to the Uniform Domain-Name Dispute Resolution Policy (UDRP) and Uniform Rapid Suspension System (URS) rights protection mechanisms, or to a similar arbitration process, to prevent abuse of their names and acronyms in domain names. BC Councilor Philip Corwin is Co-Chair of this WG.
- Determining what usage should be made of the more than \$100 million in "last resort" auction proceeds for contested new gTLDs. The Council has established a CCWG to grapple with this issue and ICANN's Board has signaled that it will give serious review to community input.
- Maintaining and improving the functioning of a liaison from the

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## NCHP Intersessional Meeting 2016

By Cheryl Miller BC CSG Rep

**The 3rd Non-Contracted Party House (NCPH) intersessional took place in Los Angeles (LA) on February 4-5, 2016. 42 delegates at 7 per constituency and 21 per stakeholder group (Commercial and Non-Commercial Stakeholder Group (CSG/NCSG)), including ICANN staff with outgoing CEO Fadi Chehade and board member Markus Kummer participating.**

The 2-day face-to-face meeting had the goal of enhancing collaboration among stakeholder leaders and promoting understanding and a possible framework for issue resolution within the house. Facilitated by ICANN staff Robert Hoggarth and the Business Constituency (BC) Chair Chris Wilson along with other Stakeholder leaders, it can be said that the meeting achieved its set objectives.

On Day 1, the House had thought-provoking sessions on key issues to the house and to their individual stakeholder group in plenary and through breakout sessions. ICANN staff Fadi Chehadé, David Olive, Akram Atallah, Xavier Calvez and Tanzanica King briefed delegates at the plenary on Day 2.

Some outcomes of the session include:

① Establishment of a Discussion Group (DG) on GNSO Structure Review. The DG is composed of Christian Dawson and Susan Payne and it is open to other House members willing to participate in the exploratory group. Some key issues they will examine concern the election of the house board member and Council Vice-Chair. They will also review Council and Chair elections. During the

plenary session, the House also outlined certain qualities that a candidate should possess for consideration.

② Understanding of the current state of the use of the Auction Proceeds, which is currently over 100m. Staff reported that the process to launch a CWG on Auction Proceeds is currently led by the GNSO. A Drafting Team (DT) to create a Charter for a future CWG on Auction Proceeds will be formed very shortly. Each SO/AC will have two delegates assigned to the DT. The GNSO has chosen Jonathan Robinson and Tony Harris as representatives to the DT. The CWG will be open to all and will start as soon as the DT has completed the charter drafting process. The Board has indicated its support of the future CWG on Auction Proceeds. Members were also in favor of the idea to establish an independent foundation to oversee the management of the proceeds.

③ Briefing on the state of the new generic TLD delegation. Akram reported that about 400TLDs remain to be delegated and he envisaged that the process will be concluded by FY18 including that of .Africa.

④ Assurance that the Global Domain

Division is on schedule to implement the IANA transition proposal once it is approved by the NTIA.

⑤ Feedback on the resolution of contention over an issue in the CCWG pertaining to stress test 18 with 60% of the board (i.e. 10 members of the board) to reject GAC advice compared to earlier 9. It is also possible for the community to challenge board decision based on acceptance of GAC advice using the IRP. It was also resolved that GAC can't block a community decision to challenge the board's implementation of GAC advice.

⑥ Briefing on Meeting "B" format was provided with participants expressing concern that there may not be adequate room for any form of outreach and that the meeting rather focuses on face-to-face opportunities for PDP.

⑦ While acknowledging that the "life-blood" of the GNSO is policy development, David Olive, who articulated some metrics on Policy performance, indicated that ICANN is working on a portal that provides real time information by category, stakeholder group and other parameters for effective work measurement.

On the basis of the above and more, participants agreed to the continuation of the NCPH Intersessional. They thanked CSG leaders and ICANN staff for the high quality preparations and for the support provided.



Left to Right: Jimson Olufuye, Marilyn Cade, Chris Wilson, Steve DelBianco, Cheryl Miller, Denise Michel and Phil Corwin.



## 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.

### Executive Committee

**Chair:** Chris Wilson

**Vice Chair, Policy Coordination:**

Steve DelBianco

**Vice Chair, Finance**

**& Operations:** Jimson Olufuye

**CSG Representative:** Cheryl Miller

**GNSO Councilor:** Susan Kawaguchi

**GNSO Councilor:** Philip Corwin

### BC Appointees to the Nominating Committee:

Zahid Jamil (Small Business Seat)

Stephen Coates (Large Business Seat)

### 2016 BC Credentials Committee:

Philip Corwin, Laura Covington, Steve Coates

### BC Finance Sub Committee:

Angie Graves, Chris Chaplow

**BC Secretariat:** Chantelle Doerksen

### Outreach Committee Members:

Andrew Mack - Coordinator,  
Ellen Blackler, Marilyn Cade

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

## Report from the BC's Councilors on the GNSO Council

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Council to the Governmental Advisory Committee (GAC). This work has included implementation of an "early look" system for gathering GAC feedback on developing issues, with the aim of better integrating governmental views into the policymaking process.

- Recent approval of the Charter for a Policy Development Process (PDP) on subsequent rounds of new gTLDs. This will be coordinated with a separate PDP reviewing all rights protection mechanisms (RPMs) for all gTLDs – including the first review of the Uniform Dispute Resolution Policy (UDRP) ever undertaken. Approval of the Charter for that RPM PDP should occur at the Council meeting in Marrakech.

- Overseeing the work of a multi-part PDP on "A Next-Generation Registration Directory Service" (RDS) that is intended to help redefine the purpose and provision of gTLD registration data, and develop a potential new model to replace today's much-criticized WHOIS system. BC Councilor Susan Kawaguchi has played an integral role in this important effort and will continue to be involved with it.

The BC may also take the initiative on select new issues by urging the Council to initiate the process that can lead to the development of new responsive policies. One issue that has received BC attention is a rising number of domain thefts, which can be devastating to businesses and their customers. ICANN has a role to



play in addressing this, including best practices for registrar security as well as tougher compliance against registrars who do not cooperate adequately in investigating incidents and returning stolen domains.

Another issue on the BC's radar is the targeting of Trademark Clearinghouse registered marks for excessive sunrise registration fees by new gTLDs, as brought to wider public attention by such registry actions as the \$2,500 annual fee established by .Sucks. The issue is broader than that single registry and involves questionable policies regarding "premium domain" designation and pricing by many new gTLD registries.

The year 2015 was especially busy for all parts of the ICANN Community due to the ongoing IANA transition and ICANN accountability process. As 2016 unfolds, the BC's Councilors will continue to play a vital role in conveying BC consensus views to the Council while keeping BC members apprised of Council activities and decisions.

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

#### 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)