



# Comment on ICANN Draft Five-Year Operating Plan

Status: FINAL

Version: 1

12-Dec-2014

**Business Constituency Submission**

**GNSO//CSG//BC**

## Background

This document is the response of the ICANN Business Constituency (BC), from the perspective of business users and registrants, as defined in our Charter:

The mission of the Business Constituency is to ensure that ICANN policy positions are consistent with the development of an Internet that:

1. promotes end-user confidence because it is a safe place to conduct business
2. is competitive in the supply of registry and registrar and related services
3. is technically stable, secure and reliable.

Response to Requested Comments on ICANN Five-Year Operating Plan (v1, 10 Nov 2014)

## Overall Assessment

The BC (Business Constituency) supports operational furtherance of the objectives detailed in the approved ICANN Strategic Plan, especially those efforts to support ICANN's mission of maintaining a healthy, stable, and resilient unique identifier ecosystem.

The BC applauds the initial work on the 5-Year Operating Plan and believes it is directionally consistent with the approved 5-Year Strategic Plan. However, an effective Operating Plan must be consistent in presenting thoughtful and measurable KPIs and the activity detail that can be executed to achieve them. The BC looks forward to reviewing further drafts of the Operating Plan that present the level of detail currently offered in its very-well-written Strategic Objective 1 section.

## Specific Comments

"Strategic Goal 2.1 Foster and coordinate a healthy, secure, stable, and resilient identifier ecosystem. Phasing#4 - Collaborate with community to reduce gap of IPv6 and DNSSEC deployment by 5% year over year (YoY)"

**Comment:** *The 5% figure is overly ambitious.*

"Strategic Goal 2.3 Support the evolution of domain name marketplace to be robust, stable and trusted. Phasing#2 - Show stable healthy year over year (YoY) growth in the DN industry."

**Comment:** *There is no KPI tied to this, for an understanding of how stable, healthy growth will be measured, despite it being an objective for four of the five years of the plan.*

"Strategic Goal 4.3 Participate in the evolution of a global, trusted, inclusive multistakeholder Internet governance ecosystem that addresses Internet issues.

Dependencies:

1. Establish base line mapping of organizations participating in the IG ecosystem
3. Establish baseline of national and regional multistakeholder IG structures"

**Comment:** *The dependencies listed appear to belong in the "Phasing" section instead of the "Dependencies" section.*

"Strategic Goal 4.4 Promote role clarity and establish mechanisms to increase trust within the ecosystem rooted in the public interest."

**Comment:** *Stakeholders are listed as Dependencies. Perhaps participation or communications or collaboration among or across stakeholder groups is a dependency, but not the groups themselves.*

"Strategic Goal 5.1 Act as a steward of the public interest"

**Comment:** *Establishing a definition and tracking system of "actions by ICANN in decision-making" needs to be established first.*

"Strategic Goal 5.2 Promote ethics, transparency and accountability across the ICANN community"

**Comment:** *Regarding, Phasing FY16#1, there appear to be two typos--should read "create and publish" revised Accountability and Ethical Framework, and develop "baseline metrics to measure impact" on organization.*

"Strategic Goal 5.3 Empower current and new stakeholders to fully participate in ICANN activities. "

**Comment:** *It appears that all points address new stakeholders. Is it possible that there are no points within this topic that address empowerment of current stakeholders?*

"Strategic Goal 5.3 Empower current and new stakeholders to fully participate in ICANN activities."

**Comment:** *No assessment is expected to be performed until FY20. Suggest annual assessments for this important strategic goal.*

5-Year Financial Model, Item 3b - "Expenses Assumptions"

**Comment:** *The "Expenses for new gTLD expenses" assumption may can be written another way for better understanding.*

Contributors on behalf of the Business Constituency are Jimson Olufuye, Tim Chen, and Angie Graves, distributed for BC member comment on 04 December 2014.