ICANN

Moderator: Glen de Saint Géry
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12:30 am CT

(Rob Hall):: Okay, we're going to get started. We're 15 minutes behind so I'm sure more will come in as time goes. First up so dotFans. For those of you that weren't here earlier it's - we allow 15 minute slots to registries to present to you. There's typically a question and answer period just after the end of the presentation where you can ask more questions if you have it. And so without further ado, feel free.

Vladimir Shadrunov: Sorry. Good afternoon, everybody. My name is Vladimir Shadrunov. I'm here with the company called Asiamix Digital. We will be running two strings. The first is dotFans, the second one is dotFan.

 We are - so those are niche TLDs that are dedicated to sports industry, music industry, entertainment, book publishing, gaming and so on basically to industries all focused on music and sports.

 We are a nice international team. We have - I'm based in London as well our marketing director. We have other people present in Hong Kong, Japan, Milan and Melbourne.

It seems like the clicker doesn't work.

(Rob Hall):: There's a little arrow on the bottom left of the screen.

Vladimir Shadrunov: Yeah. We are not delegated yet, but for dotFans, we are waiting delegation any moment now basically; could be even this week depending on IANA. DotFan will be delegated probably in a couple of months. We are in a PDT now.

We plan to launch - start sunrise for dotFans about April May this year and dotFan will go in a couple months lag like middle of the year. I'm going to concentrate on dotFans here because we will be launching first.

I won't detailing now how good the string is but it's shown and so on. Basically I would like to pay attention to two properties of the string which - where we, I think, are different from many other strings.

First, Fans is not just an English word, it's understood in the majority of the languages in the world including Germanic, including Roman languages, Slavic and even a number of Asian languages including Japanese. So everywhere it's meaningful globally.

Second property of this string is that actually it's a business. Fan engagement is a business process. Both music and sports industries they are driven by fans and fans are the reason why money are flowing to those industries. And actually fan engagement is a crucial business process for major sports brands. If you come to any music and sports conference you will hear the people mentioning fans and fan engagement just every other minute really.

And the end point of fan engagement process are actually people which are fans and people do need alpha numeric identifiers therefore we think dotFans is great.

We did some research - market research. We did research (market) end users of the strings. We polled 2000 people across the US and the UK. It was always seen by market research company called (Unintelligible) (GMI). We asked a number of questions - first of all we wanted to know whether - what top level domain people will prefer for sports related content.

Oh yeah, I forgot to mention, so our respondents were actually sports fans - we filtered them. Thirty percent of respondents said that they would prefer dotFans over any other TLD that we gave to them. There was dotCom, dotNet and a few other TLDs including new ones. But by that parameter we did outperform dotNet and dotOrg everywhere on both markets and in the UK we also outperformed dotCom.

We then asked whether people are already to actually transact using dotFan domains and 64% of so called super fans they told us that they would be feeling safe to use credit cards on a dotFans address. So I think that does - it was straight that we do resonate with the public and we - that the string has a potential.

As a niche TLD we obviously - we are going directly to our target markets. We have people in our marketing team who are veterans of music and sports industry marketing. We do that via just general outreach, via one to one conversations, via trade shows. To give an example, on the 12th of March there will be a major European sports industry trade show called Sports Pro Live and we are a platinum sponsor there. But (unintelligible) London, New

York. e do - we are members of trade associations such as AIM, Association of Independent Music and MMF, Music Managers Forum.

So what does it mean for you (unintelligible) to work with us? It's going to be really easy. Our back end is CentralNic. You guys probably - most of you already work with that backend provider. We're going to offer standard registry/registrar agreement. We're going to offer standard EPP. And you will be paying for dotFans registrations via your existing billing relationship with CentralNic.

So basically all you need to do is to just click through, accept the RRA, just copy your existing EPP settings from any other CentralNic TLDs and you're done. You can start selling (unintelligible).

We will be making the RRA available in several weeks because we are waiting for delegation, we are waiting for to finalize some of the policies. If you have any feedback for us if you want us to take into account some of your needs our policies are not yet final, not yet published but happy to listen to you.

Now, yeah, the interesting thing is pricing. As a niche TLD we will be more expensive then many others. So for sunrise it's $95. For the GA will start at $350, that's the registration fee and the renewals will be $95 at the registry level. There will be no land rush.

So once you implement the standard RRA and EPP you will be able to sell any generally available dotFans domains. There are a few other things, a few other categories of names that I would like to quickly run through right now because they are worth looking at.

So first of all what we call protected names, the reason why we need protected names is because we found that many very famous brands in music and sports, they don't have any trademarks registered for them. So they are not eligible for sunrise.

Basically what we're going to do we will put together a list of names that are matching really high profile brands in music and sports and other target industries. Those names will be available during sunrise as normal; just if those customers have a trademark they will be able to register it through TMCH and through our sunrise.

If they choose not to then we'll keep those limited number of names available reserved just for those brands. They will be available at normal GA price for them.

So if you have any connections with the music and sports industries, if you have customers, high profile customers there, if you want to show them some special service here's something for you. There will be just a slight modification in the registration process; the applicant will have to come to our Website and apply for a protected name. If - basically we just need to validate that the person has rights to use the name.

Once we are happy with that we'll issue a validation token. The registrar then has to just collect that validation token from the customer and submit to us via EPP create in the auth info field. Easy.

We will have some premium names, again a limited number. We are not making them available for sale yet. We will be running requests for proposals for those premium names. The reason for that is because we think the use of domain names is crucial for the reputation of the TLD.

So actually we will be awarding premium names at least in the first month we will be awarding premium names to those who propose the best way to use them. Basically the proposals will be quite similar to the protected names, an application if we agree on the terms how of the proposed use of the premium name we'll simply issue a validation token which will be working through any registrar.

And both protected names and premium name are optional for registrars. We do encourage you to implement those processes on your Website but if you don't, as I said, you will be able to sell normal dotFans domains that are not protected or premium.

And the last thing I wanted to mention we have a founder's program basically while they're not launched yet we are looking for some additional early adopters of dotFans. So we're looking for entities who have - are able to demonstrate a fan base of 100,000 people or more.

Another condition is that they need to have a registered or common law trademark. And the third condition is that all names must be used after registration used for - to serve fan related content. So if you have connections with any entities with big fan base just send me an email. We'll surely we'll be able to agree on the commercial terms of this. So my email is vlad@dotfans.com. And I welcome any questions.

(Rob Hall)::   Thank you, Vlad. Any questions for Vlad about dotFans? Okay, thank you, Vlad.

Next up we have Afilias and Roland. I think - did the clicker work? Did it work for you?

Roland LaPlante: Hello? Testing? Okay, thank you very much everyone. I wanted to spend a few minutes of your time this afternoon just giving you an overview of the - of a lot of Afilias domains and then spend a little bit more time talking about the ones that are coming up right now basically.

So many of you know Afilias supports a lot of the heritage domains. We've been in the business quite a while now. We've got 17 heritage TLDs and we support those in two different roles. One is the registry operator and one is the registry service provider.

As a registry operator we run Info, Mobi and Pro. And as a service provider on the gTLD front we do the backend work - technical only - for Org (unintelligible) Post, XXX. We also have nine country codes that we do the support for. And all of these are available on a very similar platform. So about 20 million names all in.

In this new round we've launched 32 top level domains so far. We've got 13 new domains that we act as registry operator for. This is Yedong, Red, Pink Black, Blue, Kim, Shiksha, Organic and then coming soon are Poker, LGBT, Green and dotVote and dotVoto and I'll talk a little bit about those later. And then 19 new TLDs from - that we do the technical service work for and those are listed here. There's a lot more coming.

We've got about 225 more brands in the pipeline or more TLDs in the pipeline a lot of which are major brands. We haven't seen too many major brand launches so far but we expect that that will be a very successful piece of the whole program actually.

So I want to talk a little bit about each one of these top level domains just to give you a quick picture. And I'm going to do - get more information when I get into the new ones that are coming up because I think that's probably going to be a little more interesting.

So for dotInfo, Info is a generic TLDs. It's for information. It targets the same basic target audience that Com and Net and so forth target. The price is $8.16 a year. And we've got about 5.5 million names in dotInfo now. The sales rate is about 125,000 names a month. And the reason I bring up Info here is, you know, most of us are making our living on TLDs that exist today. And we don't want anybody to forget about dotInfo of course or Mobi.

So Mobi was designed to identify a site as mobile friendly. It doesn't have requirements that it is mobile friendly but that's what most of the sites in Mobi are. So the price is $7.95 for create and $12 for renew. There are about 1 million names in it now. And the sales rate if 10,000 to 50,000 a month depending on, you know, when we have a promo on it.

DotPro that we acquired a few years back is designed to give professionals a dedicated space on the Web. And it is restricted in the sense that registrants have to have some government credential in order to qualify for a dotPro registration so lawyers, doctors, engineers and so forth. And the price is $10 a domain name. We've got about 125,000 Pros under management now with a sales rate of a few thousand a month.

So Yedong is a new TLD that is obviously targeted to the Chinese market. Mobile phones and mobile devices are a huge element in the Chinese market in terms of how people get information to others there. So Yedong is a - we think has some really good potential targeted to Chinese businesses. It's a

$9.95 per domain year price and we've got about 2500 Yedongs under management at present.

Red has been actually pretty successful. We've got about 27,000 names under management now. And as you think about, you know, what is the critical reason for why you buy a domain? This is one at least in my opinion where it's less critical that you have a Red and yet we've sold 27,000 of them so some of these you think they're going to be great and they don't sell very well and other ones you're not sure about and they sell pretty well. So Red is one that surprises on the positive side.

It's for businesses and organizations that associate with Red. Valentine's Day is coming up, it's the perfect time to give somebody a dotRed address. It's the perfect time to put your Valentine's Day stuff on a dotRed. We've got Chinese New Year coming up here.

I don't know whether you guys have been out and around here, lots of red color stuff. It's the color of happiness and celebration in China and Chinese cultures. Obviously it can also be used for revolutionary politics, Christmas and it's $9.95 a year.

DotPink - I think I talked about Pink the last time I was here. Convey personality traits of courage, compassion and optimism. Cancer-related causes are big users of the color pink in all of their materials. And we're targeting to get a number of those to use a dotPink domain.

We've got about 14,000 Pinks registered now. It can also be used for baby girl furnishings, toys for girls especially teens and preteens, and that also is $9.95 per year.

DotBlack, for sites to convey power, elegance and success like Americanexpress.black, Johnnywalker.black, things like that; businesses with Black in their name. We've got about 4000 dotBlacks registered now and those are selling at $29.95 per year in order to reinforce the sort of the premium positioning of the color.

So Blue, this is another one where it was hard to tell exactly who would end up buying a dotBlue. But we've got 12,000 of them registered now. It's associated with - I mean, blue is the world's most popular color across cultures. It conveys confidence, harmony and trustworthiness.

And we've tried to market this toward environmental type companies, especially those who are working on water, water safety, water conservation, those kinds of things all kinds of boating and marine activities, boat yards, boat manufacturers, marinas, naval products, those kinds of things, shipping and sailing all could benefit from a dotBlue. And that also is $9.95 per year.

DotKim - Kim is the most popular name in Korea. But curiously enough most of the business has not come from Korea, it's come from Turkey. Kim means "who" in Turkish. So we've got - we've got about 6000 Kims registered now and a good bit of that unbeknownst to us turned out to be Turkey was the good market for this. So we all learned something. Nine ninety-five a domain year for that.

Shiksha is Hindi for education. This is targeted to be essentially the dotEdu for India. There are hundreds of thousands of organizations in India, self improvement is a big deal there. Designed to teach you everything from programming to driving a car to speaking English to all kinds of things. So we are looking for Shiksha to be pretty popular in India. We've got - we only have about 500 Shikshas registered so far however, at $9.95.

DotOrganic, I also talked about dotOrganic the last time I was here. DotOrganic is a restricted top level domain. And we have a process whereby the registrant has to log into a separate organic verification site after they register the name, verify their credentials by providing - there's nine different categories of registrant for dotOrganic.

They have to provide either their organic certificate number and the name of the certifier or some other information because we also have a category called Friends of Organic where folks who blog about organic, who are very positive about the space can also get a dotOrganic but they've got to provide adequate proof that they're in the space and they're a positive influence in the space.

We've got about 500 Organics registered now. We do have a number of very famous names, at least in the US, in the organic side. We've got the Rodale Institute. Rodale organization pioneered the organic movement back in the 1930s in the US so we were very pleased to get them. We have Whole Foods in now; we have Applegate; we have Stonyfield, so a number of very well known organic organizations are in Organic. We just don't have many of them yet.

So let's talk a little bit about Vote and Voto. The purpose of this - the original purpose of Vote and Voto was to be restricted only candidates because we're seeing a lot of - especially in the US we see a lot of cybersquatting on candidate names in order to provide bogus information, wrong information, damaging information about that candidate.

So when someone goes and searches for Roland LaPlante for Senate they would find a lot of bad information about me because my competition would be able to register that in the current TLDs.

So rather than have it be specifically restricted like that, however, we have a registration policy that requires the registrant to agree that they're not going to provide false and misleading information and that they have some nexus with the space itself.

So they are engaged in some way in the political democratic process and the name that they're registering has some bearing on the role that they play in the democratic process. So I could register Roland LaPlante, you know, dotVote for Senate but somebody who doesn't have my name couldn't do that or at least it could be taken away if they did to and put misleading information up.

So it's designed to be an easily recognizable (unintelligible) so voters can find reliable information about the candidates, the issues and so forth. And one of the things we're doing to try and promote it is there's a meeting coming up next week of all of the secretaries of state of the US.

Now if you go to look for voter information in the US at any given state level there is no commonality in terms of where an individual would go to find information on how to vote. And some of the addresses are really long, longs of slashes and so forth so it's not very user friendly at all. And our pitch to the secretaries of state is going to be we're going to provide you with name.vote - with Newjersey.vote, with Newyork.vote, with California.vote.

And we're actually going to redirect, we're going to set these up and redirect them to the current voter information sites because each of the secretaries of state has to have information on how to vote for their state because that's one of the functions of the office.

And our hope is that they start promoting dotVote by using this address, which is simpler, it's easy to remember, it's vastly more memorable than the crazy US.gov.whatever addresses that they have now. And it can be, you know, with the number of people who pass between state lines and become eligible to vote in different states year to year be a much easier way for people to understand how to get voter information.

And we also have dotVoto which is really the brother or sister domain to this that's designed to address the Spanish language sites exactly the same way because most states - not all states in the US but most states have Spanish language sites.

Now there has been I think some confusion as to whether this is a US top level domain or whether this is global. And the answer is it's designed to be global. But the initial marketing activity we're doing is to get this going in the US and then try to figure out ways to make this work in other countries. But I think the basic registration policies and so forth are applicable pretty much anywhere that has a voting process. And that's one of the reasons we backed away from having it strictly related to candidates.

The price on this is $50 a year. We have do some policing and so forth of the space. And the GA begins on this one on the 17th of February so this is coming right out.

DotGreen, the dotGreen organizations, dotGreen community, Annalisa Roger and now Kathy Nielsen and a few other people are working this. The purpose of this is to advance the international green movement and take part in the global dotGreen economy.

And the target is individuals and businesses who want to advance this international green agenda. The land rush starts in just a few days, on the 12th of February. The price is $125 per domain year for the land rush. And then that'll be reduced to $50 beginning with GA that starts on the 24th of March.

And Annalisa has a bunch of information - I know they're meeting with registrars this week to talk about ways to promote this - what should be a really, really popular TLD.

So Poker is another on that Afilias is running. It's the only Internet address that's perfect for all stuff that's related to poker. There are like 75,000 names in the Com and Net file now related to poker. It's one of the most popular online games. It's one of the most popular games anywhere.

And we feel that this is a good string for basically anything related to poker, tournament names, player names, player sites, poker chips, poker supplies, all kinds of things. The land rush on this is going to start on the 10th of March. It's one of the few that we're going to host a land rush on at Afilias. It'll be $49.95 a year. And we'll sort out the - if there are multiple applications for certain strings they'll just go to auction. The GA begins the 21st of April. And the price for that will be $29.95 per year.

So LGBT, I have my LGBT shirt on today. Tomorrow is GA for LGBT. This is one of the biggest markets worldwide now. There is about $850 billion worth of sale to the LGBT market in the US alone in the last year.

LGBT it self is - the research shows that this is the most inclusive and preferred term by this community to describe the community itself. I know there's a dotGay application that's working its way through the evaluation now that is not delegated; LGBT is delegated, starts GA tomorrow. And from the

standpoint of a preferred term in the community LGBT is the most preferred term.

We have a few pioneer domains or founder domains set up now. We're working - we have a full time person working on this at Afilias now, a member of the community. We have - let's see, Out Now has just released the LGBT 2020 research at at Outnow.lgbt. We're going to be displaying at the - in New York at the end of the month - this month at the LGBT Expo.

This is one of the few LGBT events that happens in the dead of winter. Most of this stuff happens in the summer. And we'll be pretty active in the circuit come this summer so there'll be a lot more events coming along in the spring to help get the word out. We've already been to a few and gotten a very positive response.

So this is about businesses, organizations and individuals that want to reach out and serve this affluent community. Hotel chains, travel arrangements, there's no end of businesses that serve this community.

And many businesses are now moving toward specifically targeted advertising agencies that serve the community with specifically targeted messaging, specifically targeted programs and so forth because it's a large affluent community that can be very profitable for them. So the price is $29.95 per domain year and the GA starts, as I said, tomorrow, February 10 so we're pretty excited about that.

I'm going to talk a little bit more about LGBT in a minute. But one of the things we're trying to do at Afilias is consolidate, and we have a lot of top level domains that we're just the owner and we're trying to consolidate our programs there to make it easier for registrars to support these programs.

And one of the programs we have is a promotion program now called the Multipack Program. This covers Mobi and Pro in addition to eight of our new to level domains that are shown here.

And basically the program offers escalating rebates based upon volume across all of these TLDs. So historically there were so few TLDs that you could run, you know, you could run a Mobi program and a Pro program and an Info program and you could run for one every top level domain and there were so few that registrars could keep up with the individual programs.

That's totally not the case anymore. So what we've tried to do is consolidate the TLDs that we own and operate to allow registrars to sell volume across all of that block of business to tap their customer bases with the TLD that hopefully that we're providing that best meets their needs.

All the registrars are eligible and anybody that's not already enrolled in this program - any new registrar that's not already enrolled in this program, (Steve Husslin) and (Chris Campbell) and (Francesca Sutra) are here from Afilias to sign everybody up.

So one of the things that we're also doing to support every single TLD that we have is provide a FAQ book and a bunch of materials for registrars that are resource materials that provide all the information you need and a lot of the marketing materials you might need to have to promote the domain and to present it in the way that's intended to be presented.

And we put most of that information in a FAQ book and I'd like to just walk you through a couple of the pages here in the FAQ book. The first page talks about key FAQs and positioning. So for LGBT it talks about the launch dates,

whether it's open or closed. It gives the pricing. It targets the - it provides a very clear positioning statement.

And not only the main benefit but it's - but also the reasons why you should believe. So the first reason is it's the most inclusive widely-used term that represents the greater lesbian, gay, bisexual and transgender community. It's also the term, you know, as the research has indicated to us, that's most preferred by community members themselves.

And it's a positive space so one of the - it does have an acceptable use policy that precludes anyone from using a dotLGBT address for gay bashing or hate speech or anything like that. So we'll also be monitoring sites to make sure that we don't get anybody in that's negative on the space.

We have a very target definition. And, again, we have these target definitions for every individual TLD that we provide. There's a generic description of the target. And then what we've done, which we think is one of the most useful things of registrars, is create a list of keywords that registrars can search for in their current book.

So, for example, if a current domain name has LGBT in it it's likely to be about this space and that could be a candidate for a dotLGBT address. If it has the word "gay" in it it might be a good candidate for a dotLGBT address. And as you can see we've got this - I know you can't read it and neither can I - but you have quite a long list of keywords that can be searched for likely prospects for this top level domain.

We've also got how to find LGBT. Each one of our TLDs has its own Facebook page, has its own Twitter account and so forth and Pinterest account so that people can find us. We're trying to actively, you know, be active on

Facebook and Twitter to get information out about sites that are coming and news in the space and so forth and so on to help generate awareness and usage and acceptance.

We also have a registrar kit, a pretty standard registrar kit for every single individual one that has banners and logos and things like that so you have that material to use as well. And we also have - in the FAQ book we talk about the premium names and reserve names policy. And we have a page that talks about onboarding details and the ORM system or the Online Registrar Management system.

Another improvement that we try to build to help registrars is to automate the accreditation process for each one of these TLDs. So in the old days it was faxing information back and forth and it was a real pain in the neck because stuff got lost and, you know, whatever. But now it's all - now we've built a system that allows this all to happen online.

And when a new top level domain becomes available it shows up in the registrar's page and they can check the box and go through the actual process in an online environment so it's much easier now for registrars to add these TLDs at least from a registry accreditation process standpoint. Obviously they still have to deal with their own internal issues to get new TLDs brought in but most registrars have gotten through that.

There's also a description in the FAQ book about financial and billing practices, you know, whether it's postpaid, prepay. Most of our - I think all of our TLDs offer both.

There's also an acceptable use policy for LGBT. Not all of our TLDs have an acceptable use policy. The dotVote and Voto ones address that as part of the

registration policy itself, the protections I talked about for that. But LGBT we felt needed its own acceptable use policy that registrants are going to need to be aware of as they register names in this space.

Then there's a description of the sunrise policy and the any abuse policy. The any abuse policy for all of Afilias's top level domains is exactly the same so there's no surprises in that. It talks about Whois policy, concurrent connection policy and, again, while we have a section in every FAQ book for this for each individual TLD these policies are common across Afilias operated TLDs or Afilias owned TLDs.

Same for Web admin tool access and connection pooling. But we wanted to make these FAQ books complete and integrated for each individual TLD so we provided the information in each one.

And then contact details, you know, where to report abuse, how to get into the online registrar management system, what are the customer service numbers and so forth. So as people in registrar organizations try to come up to speed on a given TLD there's a one source supply of information that they can refer to get the authoritative information on how to get the answer to whatever question might come up.

So in summary then we have 16 TLDs that are owned by Afilias, it's a wide range of targets and subjects. We have a common technology so for example registrars if they're already doing business in dotInfo they don't need to (OT&E) for any of these things.

We're building promotions that span multiple TLDs to make it easier for registrars to deal with us and easier for them to promote and earn rebates back on Afilias owned TLDs. And we've got the Online Registrar Management

system that makes it easy for registrars to add TLDs and manage contacts across all of those TLDs as well.

There are 33 TLDs that we're operating on behalf of other people and those are on the same technical platform, and again the (OT&E) policies generally apply to them as well. We're supporting about 400,000 new creates a month, that's ticking up over time. We've got another 225 or so coming we expect over the course of 2016.

And our goal is to make it as easy as possible because I know registrars are in the blizzard now - in the blitz really for registrars to take on these TLDs, understand them fully, identify who in their current bases might be targets or good prospects for another to build - deepen that relationship with another TLD and make it simple for them to promote the TLDs.

So with that we've got LGBT tomorrow and Poker, dotVote and Voto coming up. And thanks for your support. Any questions on these?

(Rob Hall)::   Thanks, Roland. Questions for Roland? I'll bring a mic. We've got a bunch of people online so.

Man: I have a question about the LGBT domain.

Roland LaPlante: Yes.

Man: You were saying you checked to make sure all the content is for positive use. What happens if one of our customers registers a domain for positive use and creates a forum but the visitors of the Website start doing a lot of bashing and stuff.

Roland LaPlante: That's going to be fine.

Man: Oh that's fine.

Roland LaPlante: Yeah, we're not looking for complete absence of anything negative. What we're looking for is the predominance of positive.

Man: Oh okay. Thank you.

Roland LaPlante: So, yeah. I mean, people will - we believe in free speech.

(Rob Hall):: Any other questions for Roland? Okay great. Thank you, Roland.

Roland LaPlante: And thank you for the opportunity.

(Rob Hall):: Up next we have dotPharmacy. Is he here? There he is. They bring them up.

Tim McGinnis: Hi, everyone. My name is Tim McGinnis. I am the Registry Administrator for dotPharmacy. And I work for an entity called the National Association of Boards of Pharmacy. It is an association of government regulators.

And anyway so I'm going to talk about some things that you might find in common with other strings in highly regulated industries besides dotPharamcy. But I'm going to run you through my presentation and I'm only going to take - we have six slides. Can follow Roland on this. The scale they operate in is much different as you'll see from us.

And I can fill up my 15 minutes telling you about myself. I have worked for a numbers registry, I worked for the RIPE NCC, I was also the AFriNIC policy development working group chair, I've worked for ISOC. I was the original

world summit on the information societies for ISOC. And I've done some consulting for the United Nations, worked for K and F root server. So I'm not a neophyte in the Internet governance space. But I am new to the whole retail registrar side of things. I'm a numbers registry person, not a names so I'm learning quite quickly the names business.

The dotPharmacy objective is pretty clear. We are committed to safe online pharmacy. It's a public interest play. And it's a long-term kind of thing. It's multi-decade long project. We're not in it to sell tens of thousands of names during sunrise or land rush. We're not even having a land rush.

So we are interested in protected the public health because our members, the people who give us direction, are governmental entities whose job it is to protect the public health.

And the objective is to create a secure trustworthy name space so that consumers eventually will be convinced that if they want to buy - they want to get medications from a legitimate pharmacy and they're going to do it online they should be doing it from a name in the dotPharmacy name space.

And as I said, it's the National Association of Boards of Pharmacies. They're a registry operator. And the word "National" there is a bit misleading. Originally it was a United States only entity but now we have members from Australia, New Zealand and Canada and Guam and Puerto Rico and a variety of places.

So the group of folks behind it is not just these government regulators, it is a number of different civil society and business and government folks coming together. It's really a classic Internet governance story. A group of folks recognized the problem, dodgy online pharmacies, and coalesce around a

common solution, in this case a new TLD. So we've got support from a variety of international partners, the International Pharmacy Federation, different government public health entities in various places.

So we're unique in a number of ways and hopefully you'll see that from my presentation. But first you need approval from us to register a name. So we have very (unintelligible) verification process. Takes some time, takes a lot of time. It's not like you just go online and go to a registrar Website, take 10 minutes and you register a name for $10. It's going to take weeks if not months to verify.

And these are all coming from not only our membership, the association of government regulators, but from the GAC. So the GAC has given us 11 public interest commitments and seven Category 1 safeguards that we need to abide by. And we're going to find out maybe at the end of this meeting if there are further public interest commitments for the highly regulated strings - we are Category 1 string of course.

So once we approve you, once we have, you know, verified your licensure if required, verified that you're in good standing, we've got a whole number of hurdles that people need to jump in order to get approval. And then we give you a token.

We generate a crypto-token, excuse me, and this is based on a Neustar, VeriSign draft RFC. So you'll probably see that for other highly regulated strings, the token for dotBank and I think dotInsurance and probably others will be the same token system based on the same RFC. And then you've got to have that token to register, you can't register any names, even I can't register a name in dotPharmacy without a token.

So you've got to take this token, you've got to figure out how you're going to do the token handling, send the token to Neustar along with the name and the Whois data of course. And the end result is - of all the restrictions and the safeguards is we're going to be very low volume.

I mean, it always blows my mind when people like Roland talk about, you know, tens of thousands, hundreds of thousands of names a month. We're never going to get to tens of thousands of names. We'll be lucky if we ever get - break 1000. So we're going to be low volume, highly restricted. We're only going to allow legitimate online pharmacies, there's the bottom line.

And you can see the restrictions on these various Websites - well various Webpages. So we've registered safe.pharmacy, that was our registry URL. You can also reach it via nic.pharmacy and we've also got dotPharmacy.net during our controlled interruption we had that as our marketing site. And you can see they've got eligibility restrictions, we've got a core group of - core set of international standards, an AUP and some terms and conditions.

I don't know if talk about pricing but we've got four tiers. We've got a zero dollar tier for our membership and then base price - and talk about low volume, it's going to be a high cost. We are a cost recovery registry. And the base registration price is $750 a year. And we can't do cost recovery at $750 a year. So we've got some upper tiers at $2500, $10,000 tier and then we've got some reserve names for, you know, super premium names.

Anyway, our registry registration - registry registrar agreement is fairly restrictive as well and make it quite clear - I know that Rob sent a mail out to the list, it came to Registry Stakeholder Group list - that registrars have discovered a clause - well - I make it very clear up front that there's - this clause and other restrictions before I even send you the RRA.

So we prohibit you from offering or continue to offer registration services for any domain name, doesn't matter what the TLD is, that our partner LegitScript has determined is a rogue pharmacy or is on our list of not recommended Websites.

So we have a program - we do a variety of things in terms of Internet pharmacy and one of them is we identify recommended and not recommended pharmacies and we've surveyed over 13,000 and less than 2% are legitimate.

So you have to - if you sign our RRA you have to suspend and lock all names registered for any TLD. In short the membership of the National Association of Boards of Pharmacy can't be seen to be doing business with people who do business with people who break the law. So you'll have to read our RRA very carefully if you want to be accredited for dotPharmacy.

And currently we're in our end date sunrise now until March 16. And we've done our initial members limited registration period. And then we have a programmed limited registration period. We have a number of programs that we accredit and approve folks to advertise online. We have a e-advertiser program so that if you want to use - you want to advertise on Bing or Yahoo or Google you need e-advertiser approval.

And we have a verified Internet pharmacy practice program and veterinary verified Internet pharmacy program that is the next phase for those folks. And that'll probably be, you know, another 25 or 30 names. And then our supporters advisory group has told us that they'd like to see us go slowly, slowly so they wanted to see the dispensing pharmacies done first and that's a fairly short period.

Each of these periods has an application period where you have to fill in a Web-based application and then a registration period. And GA doesn't start until June of 2015. And if you'd like to contact us there's our email address. And we're trying to use that as our main email box for registrars but registrars have found my email address and are using that fairly exclusively.

So any questions?

Rob Villeneuve: Thanks, Tim. Anyone have any questions for dotPharmacy? Okay, all right thank you very much.

Tim McGinnis: Thank you.

Rob Villeneuve: Next up we have dotLAT.

Man: (Unintelligible).

Rob Villeneuve: Do you have a presentation for dotLAT?

((Crosstalk))

Man: I'll see if they have a - if they can find it.

((Crosstalk))

Rob Villeneuve: Yeah. No, you don't have it? Okay let's jump ahead. We'll see if we can get that sorted, can you go - awesome. So we're going to jump ahead to Cred, CO and Best.

Jodee Rich: So just while Chris is getting ready. My name is Jodee Rich. I'm the CEO of PeopleBrowser. Those of you - were any of you in my presentation in LA? Okay. So PeopleBrowser started seven years ago and our business has been building very very large social data mine. We have a social data mine now that has 700 million profiles in it.

And when we applied for our TLDs our business case was to use our social data mine to generate leads and to sign people up and that's exactly what we're doing.

And what was interesting from one of the presentations earlier today was that there have been about 4 million TLDs registered. And no doubt you can probably tell me that less than 3 million of them were paid TLDs. And so we went out six to eight months ago with CEO and Best. Does anyone know what price we charge for CEO and Best? Ninety nine dollars, $70 wholesale.

And what's really interesting is that we are less than .1% of those 3 million registrations. We've signed up about 3300 people at an average revenue of about $150 per person because our premium pricing starts at $99 and it goes up to $5000.

So we worked out that we are less than .1% of registrations but more than 1% of revenue which we're quite proud of. And that's without Go Daddy, we've just signed up Go Daddy and Go Daddy will be going live next month. So we think with Go Daddy we'll probably double our numbers. And our objective is to be at 10,000 to 15,000 registrations by the end of this year with an average revenue per user of $150.

So I'm really disappointed with the numbers that we're seeing from everyone today. And I think that it's up to registries like us to be generating content. So

what I'm going to do is show you some YouTube videos that we've released - Chris.

Before I do that, though, if any of you are interested in this presentation if you go to tldplatform.best you'll see a site that we've created which explains some of the things that we've done. If you go to that site? So we start with our 700 million database. We go looking to see who are the CEOs, who are the golfers, who are the whatever it is we're trying to find and we're working with a number of the other TLD owners to help generate leads. Thanks, Chris.

We've then built a whole app store around what happens when you buy a domain. And I'm going to show you one of these apps after I play you some videos. And we also believe that domain owners want to create content. So not only are we creating content but we're going to give domain owners the ability to create content. And I'll show you one of those apps at the end as well.

So, Chris, can we show everyone CEO video? Has anyone seen our CEO video before? Great. So this is a one-minute video that we released just a few weeks ago. And so far it's had 11,000 views. And that's without us doing very much promotions, just a little bit virality that we've created on social media.

We've spent I think about $2000 promoting this video and we've had 11,000 views so far. So if you can play that first, Chris, please?

Man: You see this? This is my business card. For a long time this has been my identity; who I am, what I do, how to contact me. But it's still just a business card. This one does much more. It's a Web address. So it isn't limited to just my contact information; it shows my business history, interests,

accomplishments, everything I want people to know about me. And it can change over time just like I do.

It opens up all kinds of networking opportunities. When someone shares their dotCEO address with me I know something important even before I look them up. I know these are the people I want to connect with.

Then there's the communities like Newyork.CEO where I can connect with business leaders in the Big Apple. How about London? How about a community of the world's leading female CEOs? You can filter who, what, where throughout the network giving you the power to control the CEOs you want to connect with. DotCEO is the business card of the future. Reclaim your identity.

Jodee Rich: So we've started making versions of that video for our registrars. We've made a Go Daddy version for them for their launch next week. And would love to do the same for any of you. And then next week we're releasing our dotBest video.

Oh what I meant to say about CEO was that after we sent that video out to a list we have of about 20,000 CEOs one of the things my social media team has done is they've built up my LinkedIn contacts and I now have 15,000 CEOs who I'm connected to on LinkedIn. We sent that video out to that list. And we got a 4% conversion when we sent it out so we're really happy with that.

So now I'm about to show you a video that has just been finished today and will be released next week for dotBest.

Woman: Like you, I work hard at what I do. And I want to stand out in the crowd. For a long time this has been my Web address and how people found me online. I

received great customer ratings and testimonials so when people searched for me I was buried underneath everyone else.

I recently found dotBest. With dotBest you can easily find your perfect domain and get the identity you deserve. It works just like any other Web address. And what makes dotBest so cool is people are constantly looking for the best so your new domain can actually help you rise on Google search.

DotBest says who I am and it only takes a moment to connect. Join me. You're the best. You deserve it.

Jodee Rich: So that will be sent out to everyone in our Twitter data mine who has "best" in their bio or their Twitter name. And we're looking forward to releasing that next week and, again, would love to produce a version of that that's got your name at the end.

The next video is about our own brand. We are an influencer brand called Cred. And that's been very much core to our business for the last five years that we've worked with social influencers around how they build their score and how they work with their fans and their friends.

And so Cred is in fact a brand TLD, we will be licensing and creating agents and resellers for it so I thought you guys might be interested.

And this will be one of the very, very first brand TLDs in the market that will be promoted actively. And we go live with this on the 16th of February.

And will be releasing one of a number of videos and this is one of them. Shira is our - is a well-known LA anchor person. She was just one of the big

networks and now has her own business called What's Trending where she works with big brands promoting their brand on social. So here we go.

(VIDEO)

Woman: You are receiving this video because you have a credit score over 800. CRED, your favorite influence metric has grown up.

It is no more than a score. The cred domain is the home of influence online. This means you, one of our high valued CRED influencers can have your very own influencer address, identity and network.

Leading social media personality and CRED influencer, Shira Lazar is one of the first to receive her new domain.

Shira Lazar: Yes as a host of the daily interactive series What's Trending my influence online is crucial to my business.

That's why I always use cred. Now it's .cred and my influence has evolved into my identity and network. Come see me at Shiralazar.cred.

Woman: All the heavy lifting has been done. You simply name it, invite your fans, add your content and go.

.cred is the home of influence online. You belong here.

Man: Thanks. And the next - the last thing I want to show you is an app that we've created. And we think that it's super important that people start using these new TLDs for more than just blogs and creating their Web sites.

We think that people can start using these new domain names to create identity for themselves.

And we think the next step and we're probably about a year ahead of ourselves is we think that people want to create their own networks much in the same way that they've created their own Facebook groups and their own LinkedIn groups.

And so (Chris) is going to show you a - an app which we call our instant networking app. And again if any of you are interested we wish to white label these apps to any of our registrants.

I think the network's gone down for a minute. So if you've got any questions I'll answer any questions and then we'll finish up.

Man: Thanks. So you mentioned here I reached out to some end users here to foresee or for the best to get certain number of conversions, percentage.

Can you comment what media did you use? How did you actually deliver the message to them?

Man: That's a really, really good question. So we have 700 million profiles in our data mine. We have emails for about 6-1/2 million of those and we have emails for about 300,000 of the biggest influencers which within each group.

So if we were launching a San Francisco CEO community - if we were launching a San Francisco community we would write to the biggest CEO influences that we have in our email database and invite them to share information about what we're doing. So we run an influencer campaign.

We then run a campaign to the nine CEOs in our database. And then we use social media management with at replies and direct messages to reach out to others.

So it's a fraction of that database. Because we have the database we can sort, filter and work out who we want to reach out to.

Any other questions? I might finish up their oh Adobe Connect just went down, not the Wi-Fi. Right though I think I'll - well in fact that's going to stop everyone else's for now yes. Yes.

Can I ask the group if the registrar's here can put up their hands just so I know how many registers we actually have? One, two, three, about six.

I was saying before to (Rob) whether we had a problem the registrars are not the slightest bit interested in what we're doing or whether there's a terrible clash with something else because I think we're expecting a few more people. Is there something else going on at this time at the moment?

Woman: (Unintelligible).

Man: Right, right okay great. But thank you very much everyone. Great to talk to you and who's next?

(Rob Villeneuve): Get back online here. Thank you very much.

We're watching the whirly bird right now. Yes, yes so LAT I think we're going to be ready here in a second.

Man: (Unintelligible).

Can we do that real quick just show the application let them finish up? Yes. Maybe we'll skip it.

Man: Okay.

(Rob Villeneuve): We'll skip it. Let's not risk it. Technology is not on our side at the moment. You all know how to reach (Jodi) to get that address. Maybe you can repeat the address. You had it all up on the presentation?

Man: (Unintelligible).

(Rob Villeneuve): tldplatform.best so if you want to see those presentations they're online there. And of course (Jodi) the staple, you'll see them everywhere so feel free.

Obviously you're free to (unintelligible) or you can stand and...

Roger Castillo: Okay.

(Rob Villeneuve): ...use this however...

Roger Castillo: Thank you.

(Rob Villeneuve): ...you want to do it. Thank you.

Roger Castillo: Okay. Thank you very much. I'm Roger Castillo from NIC, Mexico. We're providing the backend service for .lat new gTLD. And we're serving dcom lat. That is the registry operator for the new gTLD.lat. We have Tony Harris here from dcom lat.

A quick agenda we're going to talk about a little bit introduction, the technical details, large details and market data and promotion.

We have introduction - while the.lat new gTLD it's a new gTLD to identify individuals and organization or causes on the Internet.

We're offering Internet presence with Latin identity. It's a high recognition label and it stands out from the rest of the Internet and promotes the Latin pride.

We run market research about the label. And we found out that this - it actually had the high recognition as a Latino related TLD.

And for businesses that have a special interest in the Latino community as a market what it offers communication channel to reach them.

It's a project for Latinos from Latinos so a joint collaboration from (Ecom Lac) and NIC Mexico. We are running the backend in our data centers in Mexico. And it's 100% Latin project.

The implementation details while it's pretty standard, two simple extensions for additional response code and service messages, just useful information from the registers.

We're running IBMs in Spanish. The extension is based on the standards and we're implementing the launch extension so we've - you should - we shouldn't have any problem.

In addition to that we have a fully functional Web portal. And if you're not ready or you are not willing or you can't be on time with the technical integration we can raise their domains on the Web portal.

And we have included functionality so you can export your database information so you can update your systems and so the databases get synchronized.

We have some rights for next week, scheduled for next week. It's going to be a 60 day service and end date. And collusion is going to be resolved in an auction. That's been standard for most of the gTLDs.

And we're going to have a quiet period to resolve the collisions, then a land rush, and then general availability by August 1.

The land rush we're going to run all domain names are going to be available.

We have no premium domain reserve list and we're going to use a descending price scheme of Dutch auction actually and with our first come first serve schema to for to assign the domain names.

So we're trying to get anyone willing to invest in a great domain name has the opportunity to do so on first since day one of the land rush.

We are trying to we're working to identify a price range that could be handled by the market. And when we get that we're going to offer some 30% to 50% discount for registrars so they have enough margin to market their - the new gTLD.

So small graphic to see how the Dutch auction actually works, the descending price game. And we tried that before with the .MX and we had very good results. We're hoping that we get a - some similar results for the new gTLD.

General availability, that one's - language is finished. The domain names are going to be available for the standard fee around 20 US per year and then a first-come first-served approach.

And then another interesting information is even though your names get - can be registered in the land rush for a high level price the renewals are on the standard flat rate.

We're going to do - well the main market of the .lat are the Latinos in USA. They are like 53 million in - right now are 17% of the US population.

And by 2020 they should be like 94 million. The by power, the buying power is like 1.5 trillion US estimated by 2015.

And they are 39.2 million online and growing every day. They grow faster than the other ethnical groups in the US. And they're pretty active. They generate content, comment on the content provided by fellow Hispanic Internet users and they're quite active in social networking.

A little bit more on Latinos, a financial before, the buy power has been continuously growing from - well we have some reference from 2008 through 2015. And it should be $1.5 trillion in 2015.

They grow every year. The online Latinos, the connected Latinos represent 17% of all online population in the US.

And the Latino businesses grew from 2.7 million in 2007 to 3.2 million in 2013. And they grow every year like 6.7% and compared to 3.1% of all US businesses. Well they are much more but the Latino business keep growing continuously.

For marketing and promotion .lat launch is going to be supported by a communication campaign and advertising and several cities of the US with important Hispanic population and in key countries in Central and South America.

We are ready. We are getting ready to provide white label promotional materials to our greater resource and are open to do some cobranding or participating in promotion.

We are online already. We have the NIC .lat site online. We have a blog. We have a twitter account, a Facebook page. And all the communication is in Spanish and English also. And we're getting ready to - well all the communication is going to be bilingual but it's the goal. We're trying to communicate both in English and in Spanish.

As most of the Latinos in the US speak English dominant or may be only English. So it's an interest fact to keep the eye on.

And well that was quick. Do you have any questions? I have a few brochures if you're interested and you can reach me at my email account. Thank you very much.

(Rob Villeneuve): Thanks Roger. Any questions? No? All right, thank you very much.

Next up is .global. Why don't you come up here.

Man: (Unintelligible) or...

(Rob Villeneuve): It looks like it's a he PDF version or she can just scroll it for you.

Ralf Larson: Hello. I'm Ralf Larson. I'm the CEO of .global. .Global is a name that is good for branding for organizations and companies that has either ambitions to be multinational or are already multinational brands.

It has kind of the same umbrella effect as a domain as .com and .org, always have had. It's the main entrance to a branding online and that's exactly what we want .global to be for small businesses or large businesses as long as they have ambitions or presence multinational.

But it's open for anyone and just some details. So our backend provider is Afilias. We have a very standard RA for you to sign if you want to be accredited.

And no special arrangements or terms, very standard like you would expect from anyone with an Afilias backend.

We support seven European scripts today, plan to support almost all the IDN scripts in the future. We support both postpaid and prepaid for registrars.

And we do aim to be, you know, a very registrar friendly operator of this registry. We're six people working only for this TLD with a long, you know, all of us have a long background in the industry and being also in on the registrar's side for, you know, a couple of decades so we know your side of the business as well.

Next slide please. The pricing for .global is more midrange. We expect a higher price for a name that is more aimed towards business users so (unintelligible), you know, at junior level but a level that would give you as registrars the opportunity for a good margin.

It also gives both us and the registrars more leeway to do marketing because, you know, customer acquisition costs for one customer you need to afford to spend (unintelligible) dollars.

And for a higher price domain you can't afford that as long as it hits the general public and the general companies out there. And .global really do.

So we have found that testing our price listed during the time that we have been a GA which is from September last year until now has shown not big changes in the number of registrations depending on pricing even below are wholesale or up to $100 which means that those customers that do register .global they really want it and the price is not a big factor.

Next slide please. So the focus on the margin and an high priced domain also means that even with less than 10,000 registrations we are one of the top revenue makers for the registrars and one of the top margin makers for the registrars today looking at all the new (unintelligible) that have launched.

Of course we (unintelligible) the number of registrations as well. But for our TLD that is more business oriented. That wouldn't be possible I think.

Next slide please. We have had quite good luck with the premium name sales. We have done that directly from the beginning. And I think we're listed as the third largest seller of premium names so far.

We plan to provision premium names through the registrars from the 5th of May through EPP. So for any registrar that is accredited with us we will support this.

And I think this is a great opportunity to sell good keyword domains because .global is one of those TLDs that really works well with generic keywords just like .com has always done.

And I guess that's one of the reasons why we see this good demand for premium names under .global.

Next slide please. We do a lot of marketing activities with our registrars. We try to be very active with this is why you'll find us on, you know, most big events where registrars meet.

We try to do various launch activities with those that become a new registrar with us. We do various data mining campaigns where we have found list of probable customers for you.

We do PR campaigns with you. We help you to create collateral, we have a lot of collateral already available for you on our Web site which is go.global.

And we also support marketing campaigns that you want to do. So we take part in financing your campaigns with you. And try to be effective as possible to create awareness within your user base and create some good revenue for both parties.

Next slide please. So that collateral that we have available might not suit everything you want to do. So if you want to create some campaigns and want some help from us to create collateral for you we also help with that.

We're very happy to do tailoring for your brand, for your specific target campaigns and make it easier for you to market.global and help you also with messaging, et cetera.

Next slide please. We spend quite a bit of money on marketing our self. And some of those funds goes to marketing our Web site which we tried to make very end user-friendly. And this Web site is used to generate traffic to the registrars.

So we actually send domain searches directly to the registrars that support posting or direct sending into your domain searches so that anyone that search on our Web site will end up quickly in the shopping cart of the chosen register.

And we will really continue to push this. We have all this and I think it's close to 6000 search requests to registrars from this Web site.

And it's only increasing so I think that this is an important way for us to help to get relevant customers.

And this is also a Web site that is very tailored with our messaging so it makes the users quick understand what this is all about.

Next slide please. We tried to do marketing on various other channels as well. And PR is an important part of this to drive general awareness.

It's not always easy to get attention in the, you know, the big press. We had a few good cases last year and got one article and one with the article in Wall Street Journal which got quite a good spread.

We're working hard to get more of this. We think that good big use cases will make it easier for us to get press and we have a few of those coming up.

Can't talk about those yet but we will announce in not too long some quite big use cases that hopefully we cannot only help us and then our company and our TLD but also TLDs in general.

So we tried to work with the various PR agency around the world to get this.

Other than that we do direct marketing. This is something new that we're trying out now so I can't say how successful it is but we have quite - we're quite optimistic about it.

As I said .global is one of those names that really you can actually afford to reach out to end customers and I would do those activities with the registrars.

We do print and we do participate in all the large events and do sponsor a lot of large events. Most of the ICANN meetings we have actually been sponsoring this one but many of them have been sponsoring.

And you'll find us at big events such as world hosting days and, et cetera. You'll see us where most registers go to learn about their industry or meet a network with industry. That's where we are.

Yes other we do as I said a lot of online marketing. But we tried to do as much as we can with the registrar, find that to be much more effective.

And of course you know better how to find your customers and how to trigger your customers. So that's where we really want to spend most of our up fronts is with you guys.

And next slide please. Any details about .global about our policies how to reach us, anything about our TLD? It's all open and available on go.global or nic.global or www.global or going global or we tried to send many (unintelligible) to that slide.

Feel free to reach out to us. We're always available. And we are present around the globe ourselves so we're very global as a team and cover all time zones.

So yes hope that you get more acquainted with us in the time that comes. Thank you.

(Rob Villeneuve):   Thanks Ralf. Any questions? Yes.

Man: Thanks very much for that Ralf. Who would you say is your best anchor, URL anchor tenant? Who are you most proud of so we can go and have a look at the site?

Ralf Larson: Global, I guess it would be visa.global. But yes as I said there are some other very big ones that comes out soon and they will have a big impact.

(Rob Villeneuve):   Anything else? All right thanks very much. And the last presentation .bom and .final. (Unintelligible) and operate it or you can (unintelligible).

Man: Yes. Thanks everyone for waiting up this long for this presentation. I will be talking about .bom as we say in Portuguese in the final.

Just for the record BOM here is not (biot) materials. We are not trying to compete with .(biot). So if you want go there probably want that .(biot) is that.

We are the ccTLD service operator for .br so when (unintelligible) quite a long time.

We are now in the gTLD business as a much faster operation both being a backend registry for some brands, both being the backend operator and back-office operator from one gTLD in Brazil which is APRIO and the actual registry operator for .point .final.

And you're currently - we currently have like 70 employees in the service operation but most of them connected to the ccTLD, not to the gTLD.

We picked those two strings because they mean good things in Portuguese actually BOM is good in Portuguese.

And final is actually something that makes sense in Portuguese when you spell a domain name and use a dot and you actually end of saying something like that's it.

So it's probably although it's a word that's exist in other language the actual meaning of the domain is something very cultural, very local to Brazil.

And so if you're asking why we apply to that you probably won't find an answer think that that's in other language.

And one of the issues we did (find) along the way including having received an extreme confusion objection from the .com operator is that hey some people might find it very similar to .com.

So although we are focusing on the Portuguese speaking market or for people that would make sense we know that some people will think of the domain name as a possibly cyber squatting risk for .com.

So we can't ask them to not think of that. It's their decision whether it's a risk or not. But we have to recognize that some people might see it that way.

Portuguese is spoken in some countries around the world, mostly in Brazil, but Portugal in Europe some African countries, some regions in Asia like (unintelligible) in India or Macau which is now mostly Chinese and when people now speaks mostly Chinese instead of Portuguese. But it's a somewhat spread language in the world. But our will focus what can be done in Brazil.

Most people in Brazil use the cc - local ccTLD which is us. And we are happy with that. So we have more than 3 million registered domain names.

And like 90% of domains registered by all Brazilians are.br. And if you go to companies with ten employees or more it goes to 99%.

And these are the main users that we all share the news when .bom .final is launched because they will have link to registration phase where they can use the same domain name they have on .com .br we see on .bom and .final.

So this is like 2 million possible users that these will be announced for.

And our market says something very curious that it's local ccTLD has a large number of accredited registers that are not ICANN accredited registers. So they can sell gTLDs. We currently have only five ICANN accredited registers in the country and none of them use RI 2013.

And actually by the end of this year we expect that one of them gets accredited and all of the others drop their accreditation and instead become resellers because they don't - simply don't like ICANN compliance.

I don't know why maybe you could tell me why they don't like ICANN compliance and stuff but we think they don't see value in keeping the reorganization.

So it's a marketing that's going towards become reseller of globally accredited registers and there's the possibility that you guys might be interested with.

We will feature some specifics like defensive registrations for people that are worried of cybersquatting but don't want a domain.

We don't want them to pollute the DNS just for registering domain names. If they want just to block that name we're fine with that.

You have a pretty extensive list of premium names on the TLD. But we allow registrars to completely opt out of reselling premium domains so they don't have surprises like oh, this was billed like 1000 instead of the standard registration fee.

If they are ready to sell premium names just sell them but if they don't opt out only pay domains with standard registration fee.

And due to the local laws we have to support identification by taxpayer ID but registrants that might not want to sell those domains to Brazilian I don't know why. Because most of the people that speaks Portuguese in Brazil.

But if some specific register doesn't want to go into that into those specifically they can also opt out for not providing services for Brazilian citizens.

Although we've got signed our agreement many months ago we keep stalling ICANN to move through the phase. We are not in a hurry. We have pretty strong revenue from the ccTLD so we don't need the cash to run anything.

And we really prefer to build a strong sales channel before launching. So we prefer delaying it as much as we need in order to have a sales channel in place and they go to the market.

Because of most of the market excluding today or in (unintelligible) the ccTLD these will take a while. So that's what we are starting.

And also good things that most of the registrant agreement, registry (unintelligible) agreement and even some policies that are still open to discussion, so those that are interested in joining this program it can be part of building it and tailoring it so we can better serve registry registrar expectations. Thank you. (Rob Villeneuve)?

(Rob Villeneuve): All right. Thank you very much. Any questions? No all right so that concludes the presentation. So thank you very much everyone for coming and checking that out and to the presenters for presenting and we'll see you around.

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