



usTLD Stakeholder Council Annual Report

On October 5, 2017, Neustar and the usTLD Stakeholder Council (“Council”) held the third usTLD Public Stakeholder Town Hall (“Town Hall”). The purpose of the Town Hall was to solicit broader feedback from users with interests in the .US top-level domain to guide further policy discussion and work by the Council, as well as to encourage continued public participation in the activities of the Council.

The Town Hall had 40 attendees.

Planning

Planning for the usTLD Public Stakeholder Town Hall was led by the Council Secretariat and the usTLD Stakeholder Council. Neustar began getting the word out about the Town Hall at IGF-USA in July. The usTLD logo had a strong presence throughout the event, and .US was the dedicated sponsor for the event coffee break. Neustar distributed palm cards during the coffee break and throughout the event to promote registration for and participation in the Town Hall. Easel-back flyers set up throughout the event also informed IGF participants of the Town Hall. The promotional materials also pointed interested persons to a landing web page for Town Hall registration. Those who preregistered received automatic email confirmation with an “add to calendar” reminder. They also received a reminder email one week prior and another reminder the day before the Town Hall. Neustar kept the Town Hall top of mind by promoting it on Facebook and Twitter. Media coverage included CircleID, Domain Pulse, Online Domain and WN.com.

In the August Council meeting, the Council discussed ideas for the Town Hall Agenda and for soliciting support. The Council discussed topics and meeting structure and requested promotional materials to send to their contacts. Additionally, Neustar distributed sample emails and discussion points that Council members could send to their contacts, colleagues, and constituencies or distribute via social media.

The Council determined that the meeting should cover a one hour period and focus on the state of the .US domain, GDPR and .US/domain names, and policies to enhance and grow the .US namespace: privacy and proxy services, premium names, and IDN. Time would be left at the end for public discussion. The Council determined to hold the meeting through Zoom.us given its features (including chat, polling, and Q&A), as well as the fact that it is a .us site. The

Council sought to schedule the call mid-week to maximize availability, as well as to avoid major religious and school holiday periods. The meeting was scheduled 3:00-4:00 in order to be as convenient as possible to participants from multiple time zones.

The Council Chair, Vice-Chair, Council Secretariat and presenters held a preparatory session and a run-through during the week prior to the Town Hall to work through any issues. It was determined that the number of speakers should be kept low to improve flow between the slides and agenda items.

Publication

The Town Hall was publicized by the Secretariat and the Stakeholder Council through the following channels:

- Blogs and articles published in CircleID, Domain Pulse, Online Domain, WN.com and About.us;
- Word of mouth publicity at Internet policy-related events including IGF-USA, small business and university meetups and groups;
- Social media (Twitter/Facebook).

Agenda

The Stakeholder Council covered three major agenda items during the meeting:

- *The State of the Domain: Review the current state of the domain name industry and building the .US brand in today's world market;*
- *GDPR – What it Means for .US and the Registry Community; and*
- *.US Policies for Growth: Policy considerations to enhance and grow the .US namespace (Privacy Services, Premium Names, IDN).*

The State of the Domain

Review the current state of the domain name industry and building the .US brand in today's world market

Neustar's Crystal Peterson gave a presentation on "The State of the Domain and .US." She examined the broader domain name industry while focusing on the .US brand, how it's changing for today's Internet users, and what it can do for your community or business. She described the .US website relaunch that incorporates a new, fully robust design that is fully responsive. She also described marketing campaigns for 2017 including the Wedding and Engagement Campaign with creative outreach; the National Small Business Week targeted promotions and on-line tool kit and content series; and the IGF-USA sponsorship. Content/SEM efforts included yearlong efforts to drive awareness of .US as domain extension of choice for businesses, families and couples. Ms. Peterson also discussed significant .US partnerships including with Weebly to sponsor Everfi's digital learning student program.

GDPR

What General Data Protection Regulation means for .US and the Domain Community

Neustar's Chief Privacy Officer and ICANN Board Member, Becky Burr, provided a presentation on the European General Data Protection Regulations (GDPR) which will go into effect on May 25 and its effect on .US registrants and registrars. The domain name community needs to keep in mind that this is not simply a European Union issue. GDPR implicates WHOIS privacy issues such as requiring a lawful basis for 1) collection, use and disclosure of WHOIS data by registrar; 2) global transfers by registrars via WHOIS search; 3) transfer of WHOIS data to Registry for "thick WHOIS" and; "onward transfer" by the registry to searchers. She discussed the work that ICANN is doing in this area and she noted that GDPR will continue to be a major topic of conversation in the domain name world well into 2018. She concluded by stating that GDPR readiness review is currently underway across Neustar Registry Services.

.US Policies for Growth

Policy Considerations to enhance and grow the .US namespace (Privacy Services, Premium Names, IDN)

Kimberly Miller, .US Stakeholder Council Secretariat, led a policy roundup by summarizing the Council's current efforts on privacy service implementation, 1 and 2 character domains and discussed the work to be done in 2018 on internationalized domain names (IDN). Ms. Miller thanked the Council members for the great work they put forth on the privacy service plan and 1 and 2 character domain name implementation plan and stated that now that the plans had approval from all Council members and received and incorporated public comment, the plans will be submitted to the Department of Commerce soon.

Ms. Miller also stated Neustar is proposing that the Council take a closer look at implementing Internationalized Domain Names in the .US space. IDN refers to the ability to use characters from any language (e.g., á, ç, è, ñ, ö) in domain names. When .US domain name launched in the second level in 2002, only ASCII characters were made available according to .US registration policies. There is heavy emphasis in the Internet community on a multilingual Internet. Allowing IDNs in .US displays our continued support to the wider community while also staying relevant for our user base. Neustar will request the Council's advisement and support to enable this policy to move forward in 2018.

Open Floor

The Town Hall then turned to an open floor discussion. Participants asked questions regarding the clarification of the presented.

Recommendations

Neustar to work towards obtaining approval for privacy services for .US; and to continue educating on GDPR issues with respect to .US and the domain name community.