

Quarterly Report of the usTLD Stakeholder Council - Q4 2015

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Overview

In Q4 2015, the usTLD Stakeholder Council discussed marketing plans, zone file access, and privacy and proxy policies.

Regarding the Privacy Services Proposal, much discussion centered on a partnership with United States Track and Field (USATF) for a .US National 12k race event in November. A “Share Your Passion” marketing campaign was developed to generate interest among runners and others in personalized .us domains.

Previously, a proposal had been submitted to make the .us zone file available to the public. Upon further review, it has been noted that the .US Zone File and other reporting is available on the .US website.

In regards to the Privacy and Proxy policy in .US, the Council unanimously recommended forming a subcommittee of Council members to review the policy.

Council Recommendations

The .US Stakeholder Council recommended forming a subcommittee of Council members to review Privacy and Proxy policies in .US.

Other Informal Input Provided

No further input was provided by the .US Stakeholder Council in Q4 2015.

Membership Update

No Membership changes were made to the .US TLD Stakeholder Council in Q4 2015.

Summary of Public Comments

There were no Public Comments during Q4 2015 listed at the time of publication.

Summary of Topics under Council Consideration

Privacy and Proxy

The council plans to form a subcommittee to review the Privacy and Proxy services in .US

Nexus Policy

The council plans to review a background paper on the Nexus policy.

Blogs and Media

During November, the website SHAREYOURPASSION.US was launched corresponding with the USATF .US National 12K race.

Summary of Meetings

October 19, 2015 Meeting:

The October 19th, 2015 meeting was rescheduled to November 2nd, 2015.

November 2, 2015 Meeting:

The .US Stakeholder Council rescheduled its October 19th, 2015 meeting to November 2nd, 2015.

Crystal Peterson, Director of Registry Services at Neustar, presented Neustar's plans for usTLD marketing. The presentation is available on the Council homepage. Throughout this year, Neustar partnered with The American Chamber of Commerce Executives (ACCE) and the United States Track and Field (USTAF) to increase usTLD awareness. In August, Neustar's Registry Team attended an ACCE event in Montreal, Canada. Neustar had a booth presence and hosted classes on building websites for individuals and small businesses within .US. This partnership with ACCE has allowed Neustar to showcase .US to Chamber executives and drive relationships and partnerships with Chamber member groups. The event and classes were well attended.

As a follow up from the previous Council meeting, Ms. Peterson then gave an update on the request by James Bladel to make the .US zone file public. Ms. Peterson explained that historically the legacy generic top level domains have provided public zone files that you can access through the registry website by signing an agreement, and the new gTLDs have a Centralized Zone Data Service (CZDS). To access registry data for new generics, the interested party has to go to the ICANN site, sign up for the different zone files, sign an agreement, provide IP addresses and then they will be able to access the files for the length of the agreement. Unlike generic registrations, most of the ccTLDs do not have this ability. There are some country codes that do provide some zone file information to some registrars and resellers and there are some country codes that do not provide access at all. Ms. Peterson explained that moving forward Neustar can look to provide certain reports to .US registrars and resellers on a quarterly basis if this makes sense for the Council.

Becky Burr flagged the Nexus policy as an issue that should be on the Council's radar. She mentioned that .US has had a couple of interesting Nexus cases come up recently and that the Secretariat is interested in the Council's perspective on whether or not this policy should be modified. Ms. Burr said that the Council should expect a brief paper summarizing the issues for a preliminary discussion on the next call.

Ms. Burr went on to explain the privacy and proxy developments that were discussed at the Dublin ICANN. She reported that while there will be several areas for refinement, most of the preliminary recommendations from ICANN's Initial Report are unlikely to change. She also reported that ICANN hopes to publish its final privacy and proxy report in December. Ms. Burr and Ms. Lancaster proposed to put together an annotated version of the first ICANN report and flag areas they believe there are likely to be refinements. Ms. Lancaster will circulate this paper before the next call so that the Council has a

consolidated report of ICANN's current stance on privacy and proxy service issues. Ms. Burr explained that this will be an iterative process and that the Council should look to have a substantive discussion on p/p services and .us at the beginning of the year.

Ms. Rose mentioned that something in the Trans-Pacific Partnership Agreement might impact p/p practices for domain names. She wasn't sure if this information was accurate and asked the Council if they'd heard about this. Mr. Corwin had also heard of this and referenced a report that said there is a provision in the agreement that requires the signatory nations to have something similar to the UDRP for their ccTLDs. But, in most cases, arbitration agreements were already available so there wouldn't be any changes to .us. Ms. Burr corroborated. She said that her information was the same as Mr. Corwin's. Elizabeth Bacon said that she would double check the developments of this issue and send an email around before the next call.

[December 14, 2015 Meeting:](#)

The Council met for the final time in 2015 on December 14th.

Crystal Peterson, Director of Registry Services at Neustar, gave an overview of the November USTAF event and described a marketing plan for the Neustar/USTAF partnership for the upcoming year. Ms. Peterson also gave an update to the August Zone File request.

It was the prior understanding of the Council, that the .US Registry did not provide access to their Zone File or updated reporting and hence the question from the Stakeholder Council to provide both. Upon further review and research, it has been noted that both the .US Zone File and updated reporting on numbers are provided on the .US website(s). Based on Council discussion and updated findings, Ms. Peterson recommended that Zone File access and monthly reporting structure be left as is. Additionally, Ms. Peterson stated that initiatives are underway in order to make information and data on the .US website more easily accessible.

The Council accepted her recommendation.

Next, Becky Burr discussed the Nexus and Privacy and Proxy policy issues. The Secretariat will conduct an internal review of Nexus implementation. Data from such review may benefit any subsequent policy review of Nexus.

In regards to Privacy and Proxy, Ms. Burr announced that ICANN submitted its Final Report to the GNSO Council on December 7th, one week before this call. She discussed the highlights of the Initial Report, the updates from Dublin ICANN, and she reviewed the background information from the Privacy and Proxy paper that the Secretariat published for Council review in August. A PowerPoint of that presentation is available on the .US website in addition to the Secretariat's Pro and Con Privacy and Proxy paper.

The Council decided that now that ICANN has submitted its Final Report, the Council will conduct its own review of the Privacy and Proxy policy and provide a recommendation to Neustar that may lead Neustar to petitioning the Department of Commerce to allow Privacy and Proxy services in .US. Mr. Harris recommended forming a subcommittee of Council members to complete this task.

The Council unanimously agreed.

Appendices

Appendix 1: usTLD Stakeholder Council Minutes November 2, 2015

Cory Lancaster took roll.

Scott Harris reminded the Council that the 3rd quarter Stakeholder Council Report has been sent to NTIA.

Crystal Peterson, Director of Registry Services at Neustar, presented Neustar's plans for usTLD marketing. The presentation is available on the Council homepage. Throughout this year, Neustar partnered with The American Chamber of Commerce Executives (ACCE) and the United States Track and Field (USTAF) to increase usTLD awareness. In August, Neustar's Registry Team attended an ACCE event in Montreal, Canada. Neustar had a booth presence and hosted classes on building websites for individuals and small businesses within .US. This partnership with ACCE has allowed Neustar to showcase .US to Chamber executives and drive relationships and partnerships with Chamber member groups. The event and classes were well attended.

Ms. Peterson informed the Council that USTAF has a strong membership, with a large databases of runners, and that this partnership allows Neustar to communicate with USTAF membership. To optimize the marketing potential of this database, Neustar has created the "Share Your Passion" campaign to generate interest in customized .US websites that will allow runners to celebrate and share their love of running on a personalized website in the .us top level domain. This website will act as an online home where the runners can track and share their progress, successes, upcoming races, favorite playlists, fundraisers, personal records, etc. Runners will be able to access their websites through ShareYourPassion.us where they will select their preferred .US web address and populate widgets on a site based on a pre-defined customizable template. Ms. Peterson mentioned that there are several other additional campaign elements that will help drive .US awareness. These include physical ads in running stores, banner ads on the USTAF Website and other promotions at the .US National 12K including handouts, banners, and on site demos on race day, November 15th in Alexandria, VA. Ms. Peterson concluded the presentation and opened the floor for questions.

Mr. Harris asked Ms. Peterson if the Neustar team has talked about using some of the functionality used for the Share Your Passion campaign to market to other industries in other contexts. Ms. Peterson explained that there are plans to deploy these tools for campaigns with other organizations beginning in 2016.

Doug Robinson asked Ms. Peterson what would happen in the case that a runner is a member of USTAF but is not from the United States and perhaps is not compliant with the .US nexus policy. Ms. Peterson answered that every .US participant has to agree to the nexus requirement. If a runner is not in compliance with the nexus policy, they will not be able to register. Ms. Peterson explained that one consideration in selecting USTAF the fact that the majority of their participants are primarily citizens of the United States.

There were no other questions.

As a follow up from the previous Council meeting, Ms. Peterson then gave an update on the request by James Bladel to make the .US zone file public. Ms. Peterson explained that historically the legacy generic top level domains have provided public zone files that you can access through the registry website by

signing an agreement, and the new gTLDs have a Centralized Zone Data Service (CZDS). To access registry data for new generics, the interested party has to go to the ICANN site, sign up for the different zone files, sign an agreement, provide IP addresses and then they will be able to access the files for the length of the agreement. Unlike generic registrations, most of the ccTLDs do not have this ability. There are some country codes that do provide some zone file information to some registrars and resellers and there are some country codes that do not provide access at all. Ms. Peterson explained that moving forward Neustar can look to provide certain reports to .US registrars and resellers on a quarterly basis if this makes sense for the Council.

Mr. Bladel asked Ms. Peterson if we have any background on why .US, or any ccTLD, would not want to publicize the information in the zone files. Ms. Peterson responded that other ccTLDs that Neustar manages, .CO, have opened up zone files to certain registrars. She emphasized that the only intention in sealing zone files, or controlling accessibility, is to control the data and ensure accurate reporting. Tom Barrett noted that making the zone files public will likely increase data mining for a variety of purposes (e.g. academics, analysts, spammers). Bryan Britt said that his primary concern with opening zone files is that spamming and spoofing that will result. He stated that it hasn't been made clear what the benefits of publicly releasing zone file information actually are. Mr. Bladel responded that different companies and services use this data for different reasons, acknowledging that there are both positive and negative ramifications to releasing zone file data. Mr. Bladel mentioned that publishing zone files has been a standard industry practice and that the TLDs that don't make this information public are seen as the oddball exception.

Karen Rose spoke next. Ms. Rose said that while this is an interesting topic, there is some research that needs to take place before we can continue the discussion. She said that the Council has started to articulate the pros and cons of publishing the zone files, but there are issues and concerns that cannot be addressed until everyone on the Council is aware of the different possibilities for publishing/reporting, the challenges and benefits, and the overall goals that we are trying to accomplish by leaning one way or the other. Mr. Harris suggested that Ms. Peterson create a background paper where she would explain this issue in its entirety and then distribute it to the Council. Ms. Peterson agreed.

Mr. Harris then moved on to policy issues.

First, Becky Burr flagged the Nexus policy as an issue that should be on the Council's radar. She mentioned that .US has had a couple of interesting Nexus cases come up recently and that the Secretariat is interested in the Council's perspective on whether or not this policy should be modified. Ms. Burr said that the Council should expect a brief paper summarizing the issues for a preliminary discussion on the next call.

Ms. Burr went on to explain the privacy and proxy developments that were discussed at the Dublin ICANN. She reported that while there will be several areas for refinement, most of the preliminary recommendations from ICANN's Initial Report are unlikely to change. She also reported that ICANN hopes to publish its final privacy and proxy report in December. Ms. Burr and Ms. Lancaster proposed to put together an annotated version of the first ICANN report and flag areas they believe there are likely to be refinements. Ms. Lancaster will circulate this paper before the next call so that the Council has a consolidated report of ICANN's current stance on privacy and proxy service issues. Ms. Burr explained

that this will be an iterative process and that the Council should look to have a substantive discussion on p/p services and .us at the beginning of the year.

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Mr. Harris reviewed the action items and the Council concluded the call.

Appendix 2: usTLD Stakeholder Council Minutes November 2, 2015

Cory Lancaster took roll.

Scott Harris reminded the Council that the Kids.US Annual Report has been submitted to the House and Senate Commerce Committees.

Crystal Peterson, Director of Registry Services at Neustar, gave an overview of the November USTAF event and described a marketing plan for the Neustar/USTAF partnership for the upcoming year. Ms. Peterson also gave an update to the August Zone File request.

It was the prior understanding of the Council, that the .US Registry did not provide access to their Zone File or updated reporting and hence the question from the Stakeholder Council to provide both. Upon further review and research, it has been noted that both the .US Zone File and updated reporting on numbers are provided on the .US website(s)¹. Based on Council discussion and updated findings, Ms. Peterson recommended that Zone File access and monthly reporting structure be left as is. Additionally, Ms. Peterson stated that initiatives are underway in order to make information and data on the .US website more easily accessible.

The Council accepted her recommendation.

Next, Becky Burr discussed the Nexus and Privacy and Proxy policy issues. The Secretariat will conduct an internal review of Nexus implementation. Data from such review may benefit any subsequent policy review of Nexus.

In regards to Privacy and Proxy, Ms. Burr announced that ICANN submitted its Final Report to the GNSO Council on December 7th, one week before this call. She discussed the highlights of the Initial Report, the updates from Dublin ICANN, and she reviewed the background information from the Privacy and Proxy paper that the Secretariat published for Council review in August. A PowerPoint of that presentation is available on the .US website in addition to the Secretariat's Pro and Con Privacy and Proxy paper.

The Council decided that now that ICANN has submitted its Final Report, the Council will conduct its own review of the Privacy and Proxy policy and provide a recommendation to Neustar that may lead Neustar to petitioning the Department of Commerce to allow Privacy and Proxy services in .US. Mr. Harris recommended forming a subcommittee of Council members to complete this task.

The Council unanimously agreed.

Mr. Harris concluded the call.