



# Welcome

Cyrus Namazi | GDD Summit | 9-11 May 2017



# GDD Summit 2017 - Welcome to Madrid!



# GDD Summit Agenda – 9 May 2017

- 09:00-09:05** Welcome
- 09:05-10:15** GDD Organization Mission and Vision
- 10:15-10:30** Break
- 10:30-12:00** Service & Policy Implementation (Session 1 of 2)
- 12:00-13:00** Lunch
- 13:00-14:15** Roundtable with ICANN Compliance & Consumer Safeguards Team
- 14:15-14:45** Break
- 14:45-16:00** Review of ICANN Process Documentation Initiative
- 16:00-17:00** Wrap-up and Summary/Review Wednesday's Agenda

# GDD Summit Agenda – 10 May 2017

**09:00-10:30** Registry & Registrar Issues (Closed to ICANN organization)

**10:30-10:45** Break

**10:45-12:00** Registry & Registrar Issues (Closed to ICANN organization)

**10:45-12:00** Breakout Session

**12:00-13:30** Lunch

**13:30-15:00** Breakout Sessions (Registries, Registrars)

**15:00-15:30** Break

**15:30-16:30** Service & Policy Implementation

**16:30-17:00** Wrap-up and Summary




# GDD Summit Agenda – 11 May 2017

- 09:00-10:00** Breakout Session – Avalanche Botnets and How to Handle Them
- 09:00-10:30** Breakout Session – Brand TLDs: What is Working in the Market and the Importance of Internal Stakeholder Engagement
- 10:00-10:30** Break
- 10:30-11:30** DNS Primer
- 11:30-12:00** Wrap-up and Summary
- 13:00-17:00** Pre-Scheduled 1-on-1 sessions with ICANN Staff

# Expected Standards of Behavior

 **Treat** all members of the ICANN community equally and with civility.

 **Act** in a reasonable, objective and informed manner.

 **Listen** to the views of the stakeholders.

 **Work** to build consensus with other stakeholders.

# Thank You Sponsors



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# Jennifer C. Wolfe, Esq., APR, SSBB



DIGITAL IN THE BOARDROOM

Strategies for Brand Protection in the Next Generation of the Internet

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BRAND REWIRED

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**Founder & Managing Partner:** Wolfe, Sadler, Breen, Morasch & Colby

**President & Chairman:** Greater Cincinnati Venture Capital Assoc. 2006 -2010

**ICANN GNSO Councilor:** Chair of the GNSO Review Working Group

**Author:** Brand Rewired, Digital in the Boardroom, Domain Names Rewired

**Contributor:** Bloomberg News, National Law Review Journal, CMO.com, Pink Magazine, Intellectual Asset Management, SEO Watch

**Professional & Education:** Graduate of Harvard Law School Post-Graduate Program in Mediation & Dispute Resolution. Stanford Law School Director's College.

**Bar Association:** Licensed to practice law before the U.S Supreme Court. Member of the New York and Ohio bar.





# Welcome

Akram Atallah | GDD Summit | 9-11 May 2017

# ICANN's Mission

## Specifically, ICANN:

- ✓ Coordinates the allocation and assignment of **names in the root zone of the Domain Name System**
- ✓ Coordinates the development and implementation of **policies concerning the registration of second-level domain names in generic top-level domains (gTLDs)**
- ✓ Facilitates the coordination of the operation and **evolution of the DNS root name server system.**
- ✓ Coordinates the allocation and assignment at the top-most level of **Internet Protocol numbers and Autonomous System numbers**
- ✓ Collaborates with other bodies as appropriate to **provide registries needed for the functioning of the Internet** as specified by Internet protocol standards development organizations

The mission of the Internet Corporation for Assigned Names and Numbers (ICANN) is to **ensure the stable and secure operation of the Internet's unique identifier systems.**

For more  
information



visit:  
[www.icann.org](http://www.icann.org)

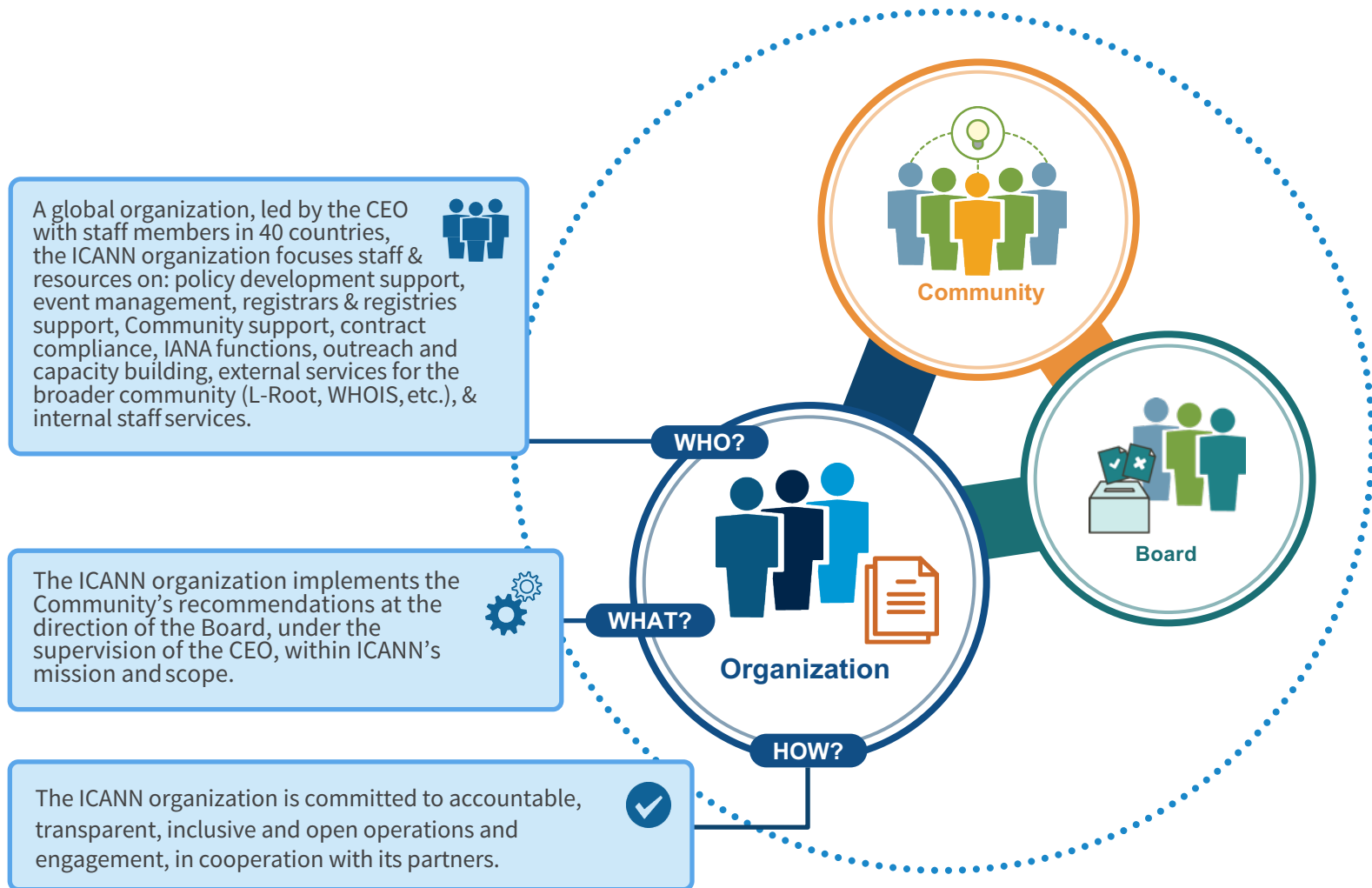
## Commitments and Core Values

In performing its Mission, ICANN will act in a manner that complies with and reflects ICANN's Commitments and respects ICANN's Core Values

### These Commitments and Core Values include:

- ⦿ Preserving and enhancing **stability, security, resiliency, and openness** of the DNS and the Internet
- ⦿ Employing **open, transparent and bottom-up, multistakeholder** policy development processes that are led by the private sector
- ⦿ Operating with **efficiency and excellence**, in a fiscally responsible and accountable manner

# The ICANN Organization





## **WHAT WE DO**

GDD is the unit of ICANN that engages the Internet community to implement ICANN domain name policies through contracts and services, and delivers the IANA functions.



## **OUR MISSION**

Serve the global public interest, the registrants and end-users of the Internet by ensuring a secure and stable domain name system (DNS), while promoting trust, choice, and competition in the trusted domain name service industry.



# Global Domains Division

## Our Purpose

Our purpose is to serve the global public interest, the registrants and end users of the Internet by ensuring a secure and stable domain name system (DNS), while promoting trust, choice, and competition in the trusted domain name service industry

## Our Method

We earn the trust of our stakeholders by holding ourselves and our contracted parties to high standards of conduct, and by optimizing our operations in order to provide high quality, secure services that can scale to support global expansion.



## Our Ultimate Goal

We strive to be respected for operational excellence within a trusted global market for domain name services.



# About GDD

 **Domain Name Services & Industry Engagement**

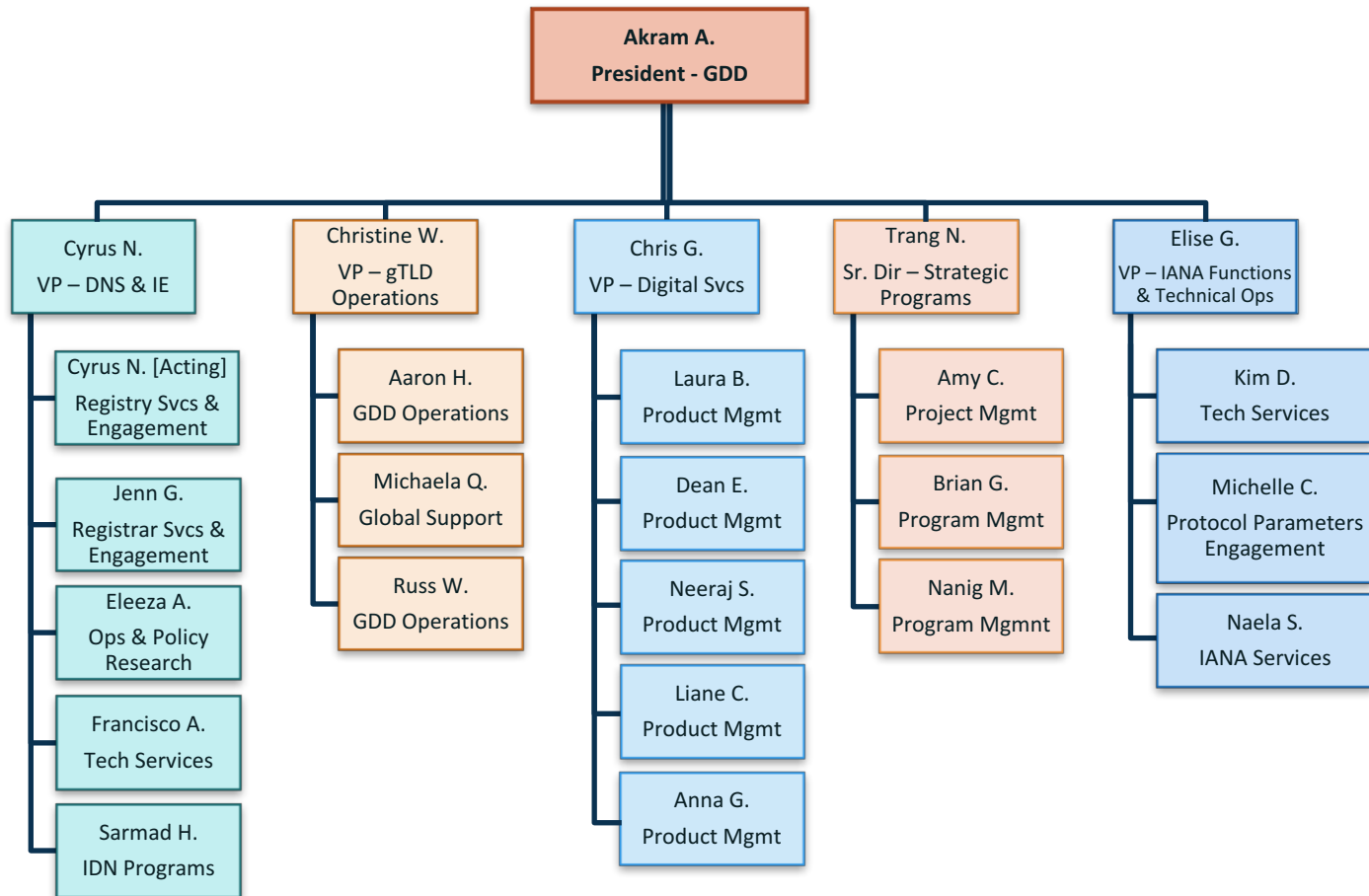
 **GDD Operations**

 **IANA Functions**

 **Product Management**

 **Strategic Programs**

# Global Domains Division Org Chart



# Responsibility & Trust

*Being responsible and keeping others responsible creates trust.*

**responsible**  
*re·spon·si·ble*

Capable of responding: *responsive*.

Having the obligation to do something, or having control over or care for someone, as part of one's job or role.

Being the primary cause of something and so able to be blamed or credited for it.

Of a job or position: Involving important duties, independent decision-making, or control over others.

## Be Responsive

Engage in clear two-way communication with all stakeholders.

*rīspānsebel*

Having to be answerable for one's actions.

Morally accountable for one's behavior.

## Be Responsible

Deliver on promises and serve the public interest.

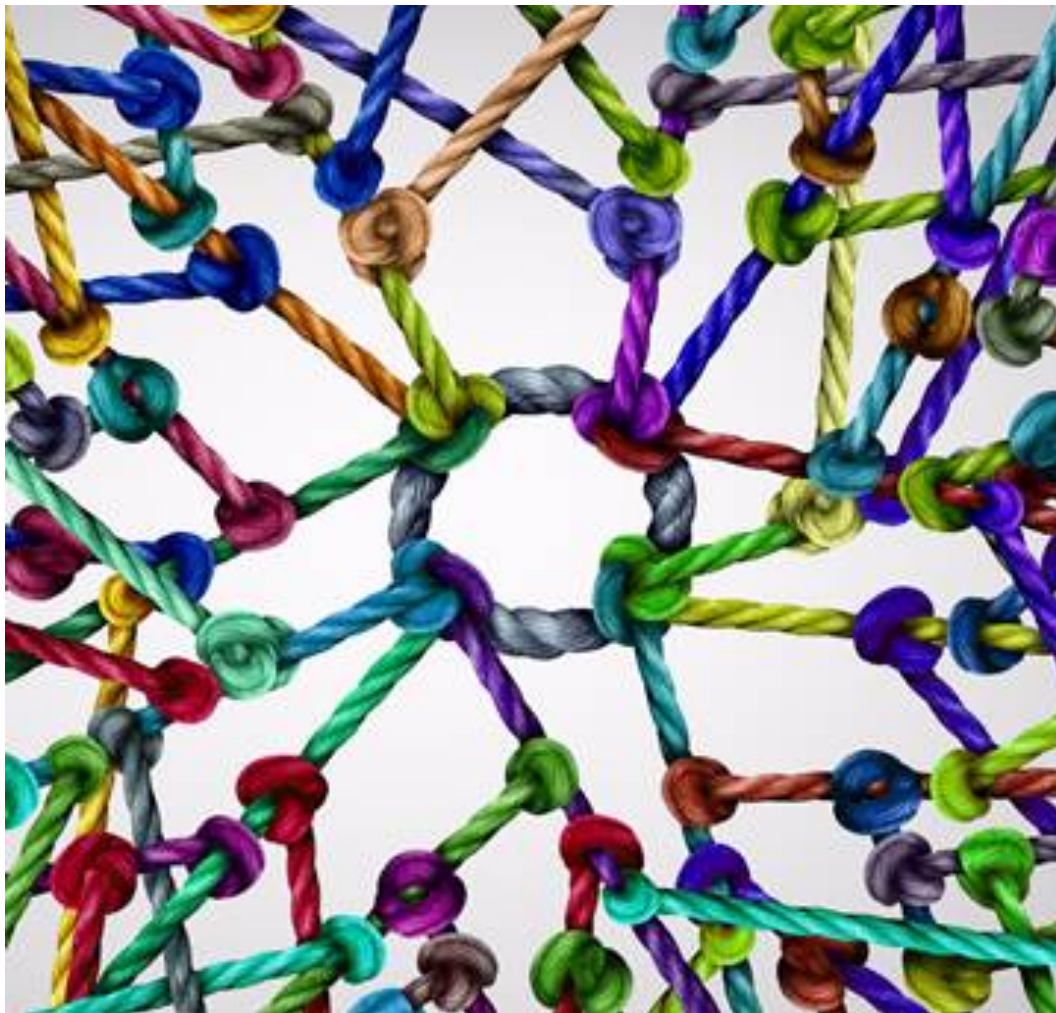
## Promote Responsibility

Articulate shared values and hold ourselves and other to high standards.



# Building a Strong Ecosystem

**We must all work together to ensure a healthy and respected domain name industry.**



# Expectations



# Happening In Madrid



# Engage with ICANN.



## Thank You and Questions

Reach us at:

Email: [engagement@icann.org](mailto:engagement@icann.org)

Website: [icann.org](http://icann.org)



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# Domain Name Services & Industry Engagement

## IDN Programs

- Root Zone Label Generation Rules (LGR)
- LGR Tool
- IDN ccTLD Fast Track Process
- IDN Implementation Guidelines
- Second-level LGR References

## Registrar Services & Engagement

- Registrar Accreditation
- Registrar Support
- Regional Outreach
- New Policy Implementation

## Registry Services & Engagement

- Contracting
- On-boarding
- Evaluation
- RA Admin
- Emergency and Crisis Management
- New Policy Implementation
- Dispute Resolution Procedures

## Technical Services

- Product/Service Launches
- Technical Issue Support
- Technical Forum Engagement

## Operations & Policy Research

- New gTLD Program Reviews
- Policy Implementation Coordination
- Community Research Projects
- Issues and Data Analysis

# GDD Operations

## Global Customer Support

- Supports contracted parties, end users and registrants
- Channels include:
  - Email
  - Phone
  - Portal
- 24x5 access across 3 locations
- Phone support in 6 UN languages

## Contracted Party Operations

- Delivers services to contracted parties
- Administration of Contracts
  - Registry Agreement
  - Registrar Accreditation Agreement
- Coordinates with rest of Organization to process requests

## Global Implementation

- Operates Key Programs
  - New gTLD Program
  - WHOIS ARS
  - Action Request Register
- Leads operational Implementation of Key Programs
  - Privacy Proxy
  - Global Data Escrow
  - IDN Variant

# IANA Functions

## Protocol Assignments

- Involves maintaining many of the codes and numbers used in Internet protocols. This is done in coordination with the Internet Engineering Task Force (IETF).

## Internet Number Resources

- Involves the global coordination of the Internet Protocol addressing systems, commonly known as IP addresses. The allocation of blocks of autonomous system numbers (ASNs) to regional Internet registries (RIRs) is another part of this function.

## Root Zone Management

- Involves assigning the operators of top-level domains, such as .uk and .com, and maintaining their technical and administrative details. The root zone contains the authoritative record of all top-level domains (TLDs).

## **Ensures Services and Platforms are Fit for Purpose and Meet User's Needs**

- Act as the “Voice of the Customer” and look after the user-experience process
- Ensure consistency and integration amongst diverse services
- Help identify and manage prioritization and scheduling across cross-functional and cross-community requirements and projects
- Partner with departments to design, develop and deploy the service
- Partner closely with IT to deliver the “How” service
- Coordinate the service lifecycle from cradle to grave

## Management of Large, Cross-Functional Projects and Programs

- Operationalization of IANA stewardship transition entities
  - CSC, RZERC, Empower Community
- RDS/WHOIS
  - Organization-wide coordination of all related activities
- Registrant Services
  - Organization-wide coordination of related activities
- Subsequent procedures for new gTLDs
  - Implementation of reviews and policy recommendations
- Coordination of GDD's activities and inputs into certain ICANN organization initiatives