

# Introduction to ICANN

*How you can help ICANN Shape the  
Future of the Internet*

**Vanda Scartezini**  
board member  
São Paulo, Brasil  
24 Nov 2009

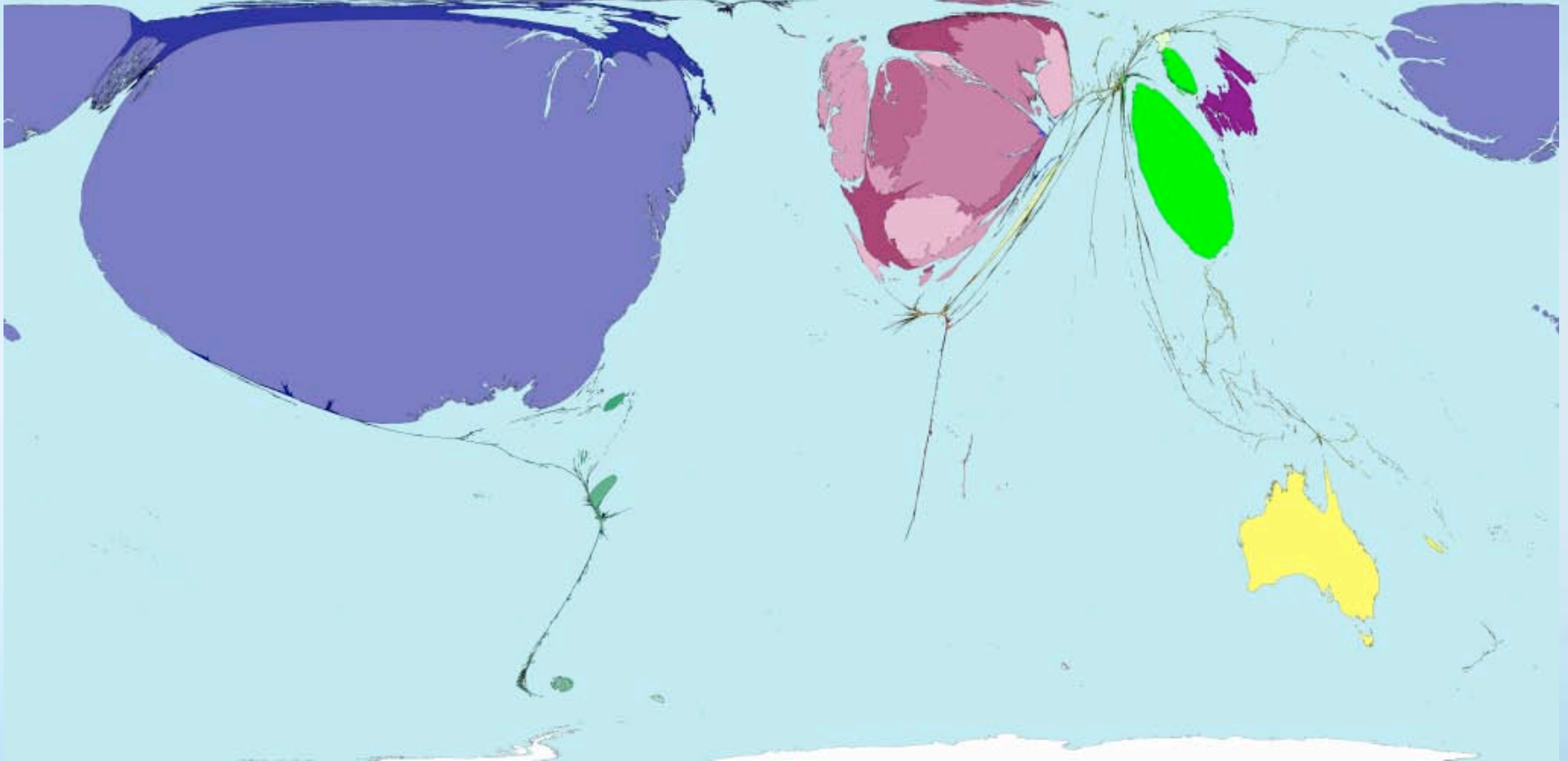
# Agenda – Introduction to ICANN

- Overview of Internet Users and the Domain Name marketplace
- ICANN's Structure
- Participation
- ICANN in 2009 and beyond

# Internet Users – Global Distribution



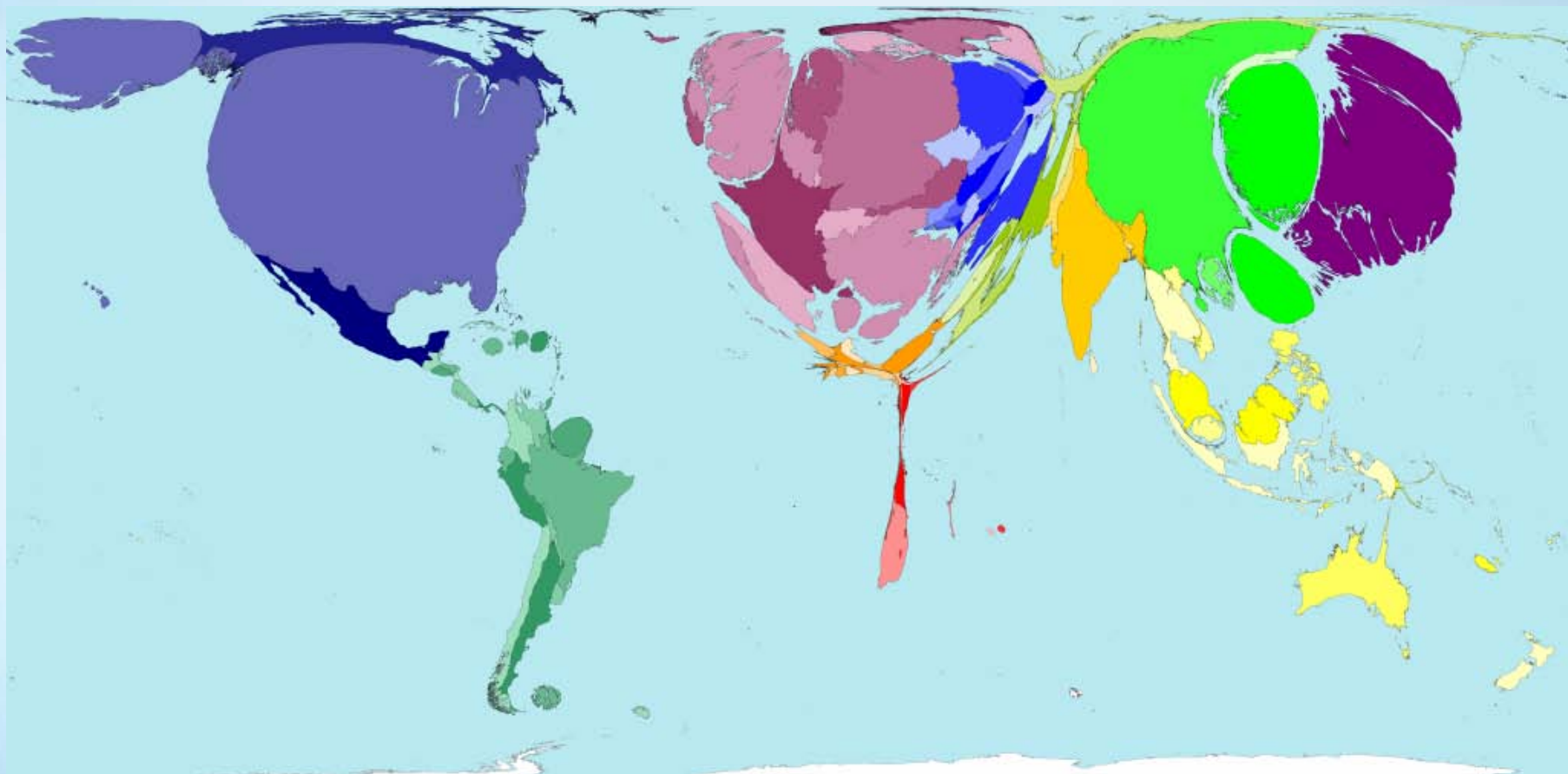
## 1990



# Internet Users – Global Distribution



## 2007



# What is ICANN?

- “Internet Corporation for Assigned Names and Numbers” [www.icann.org](http://www.icann.org)
- We coordinate unique identifiers of the Internet:
  - “Names”; delegating Top-Level Domains, working with country registry (ccTLD) managers
  - “Numbers”; allocating IP address blocks
  - “Parameters”; maintaining data bases on behalf of IETF
- ...and develop related policies in bottom-up processes involving all stakeholders:
  - *Business in general ( registries, registrars-ISPs) / Intellectual Property community/ not for profit business/ Governments/ users in general/ registrants/ technical entities/ international entities..*

# Operating Principles

- Help keep the unique identifiers system and root management stable and secure
- Promote competition among registrars and registries, and thus, promote choice for registrants
- “Multi-stakeholder”: A forum where many different groups can work out Internet policy together
- “Bottom-up”: All those involved can set the agenda
- Ensure opportunity for global participation

# Key Actors in Domain Name Market Place



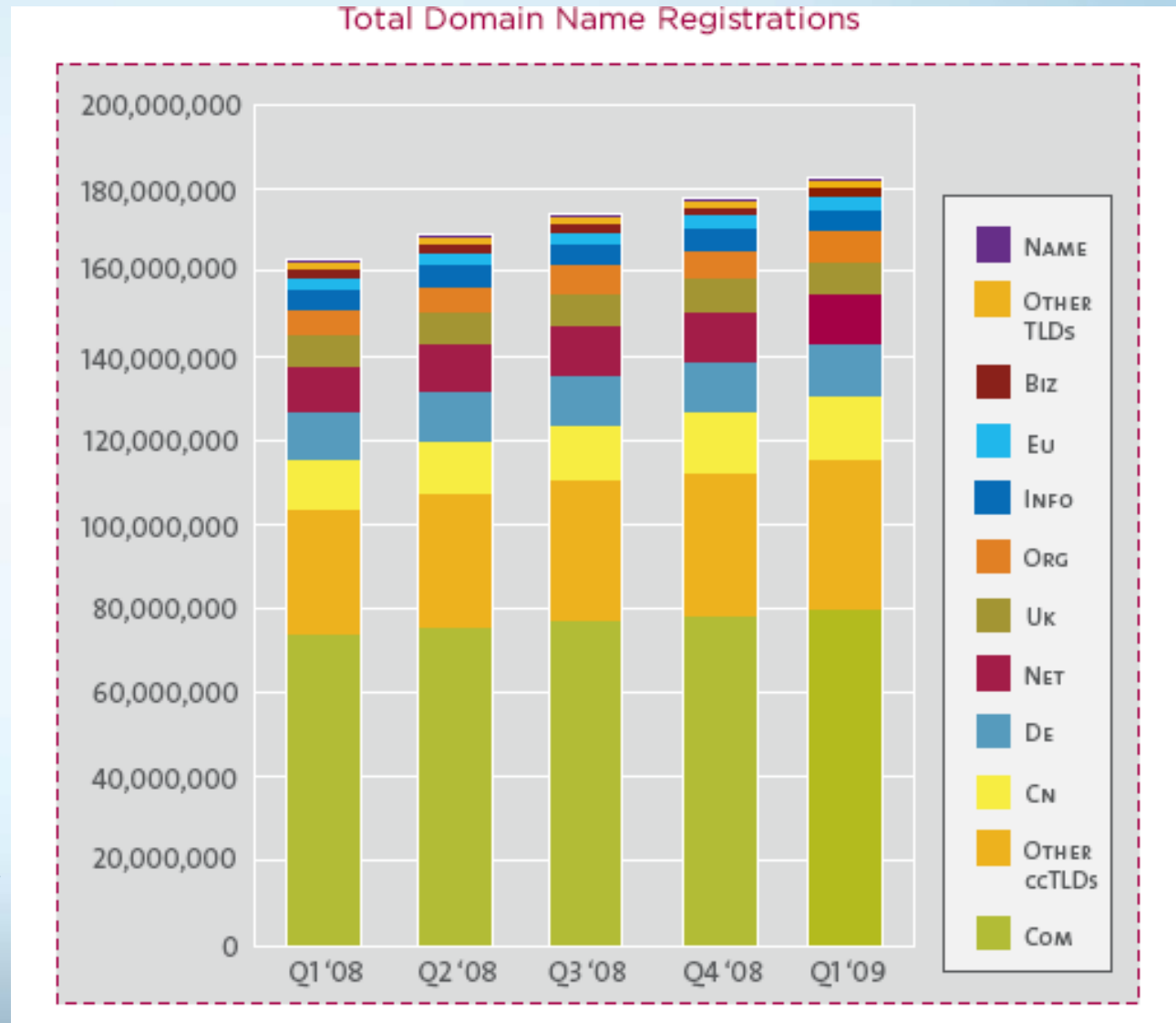
- Registries - provide central data base of all names in their top level domain
  - generic registries: examples: .com; .org; .int
  - country code registries: examples: .br; .ar; .co
- Registrars - provide services to register names to end users and business
  - Often offer other services
  - For generic registries, all registrars are accredited by ICANN

# Snapshot of the domain name marketplace



More than **183 million** domain names registered globally today

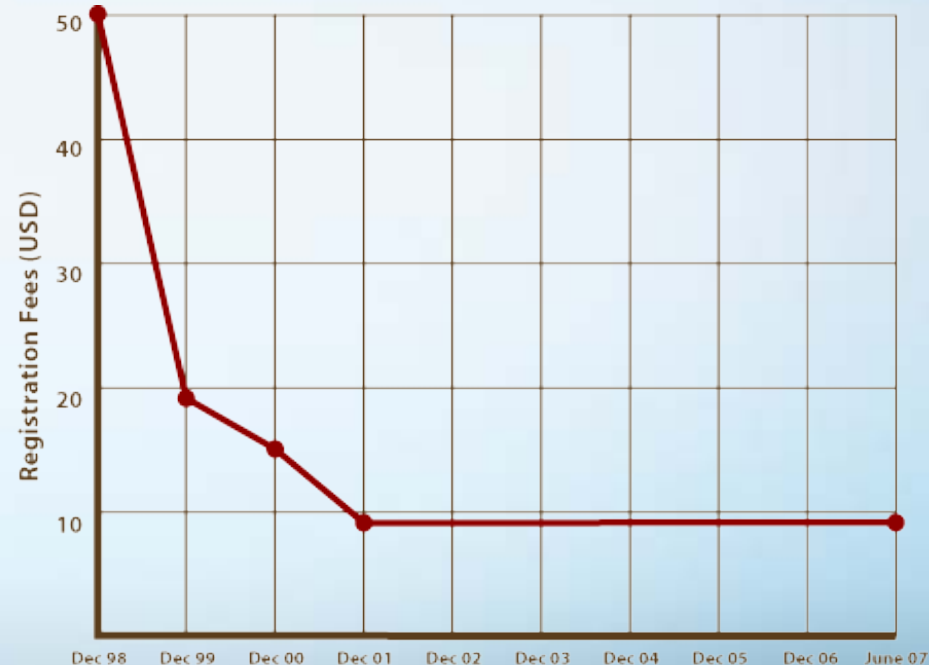
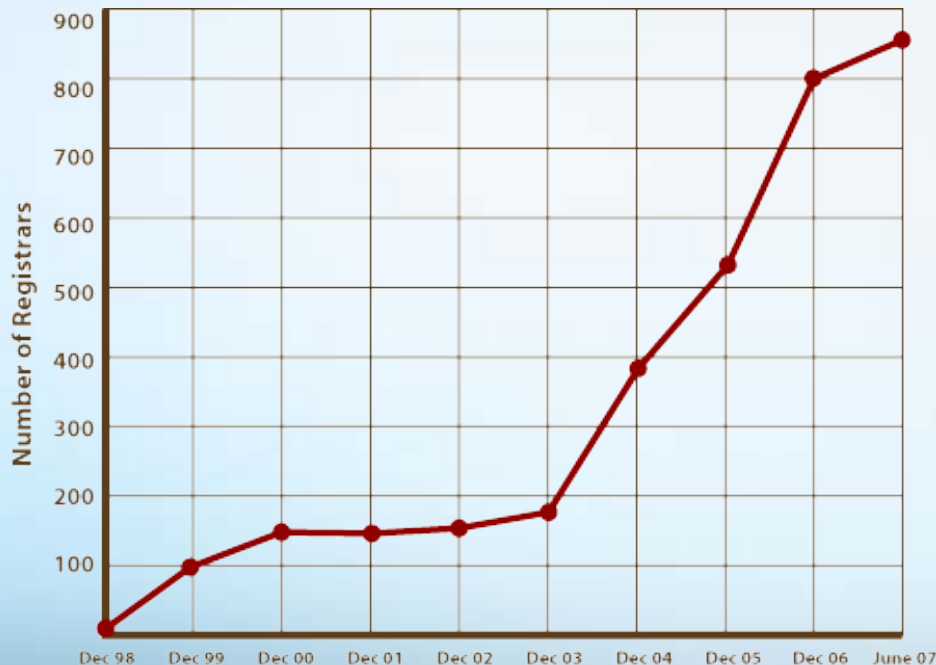
Source: VeriSign Domain Name Industry Brief, June 2009





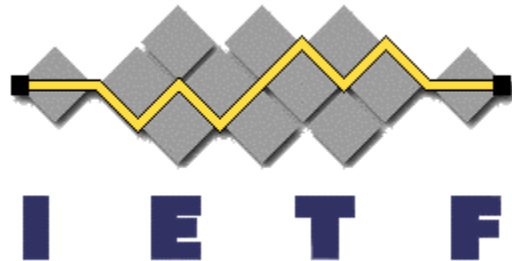
# Competition in the domain name space

- ICANN introduced competition to the domain name space
- Registrars now have a market and a business
- Consumers have greater choice in price and services
- Domain name marketplace is even driving how we search - contextually as well as topically - and the scale of sites that can be searched
- Total registrars = 900 and counting



# The Internet ecosystem

Some of the stakeholders concerned with the Internet



ORGANISATION  
FOR ECONOMIC  
CO-OPERATION  
AND DEVELOPMENT

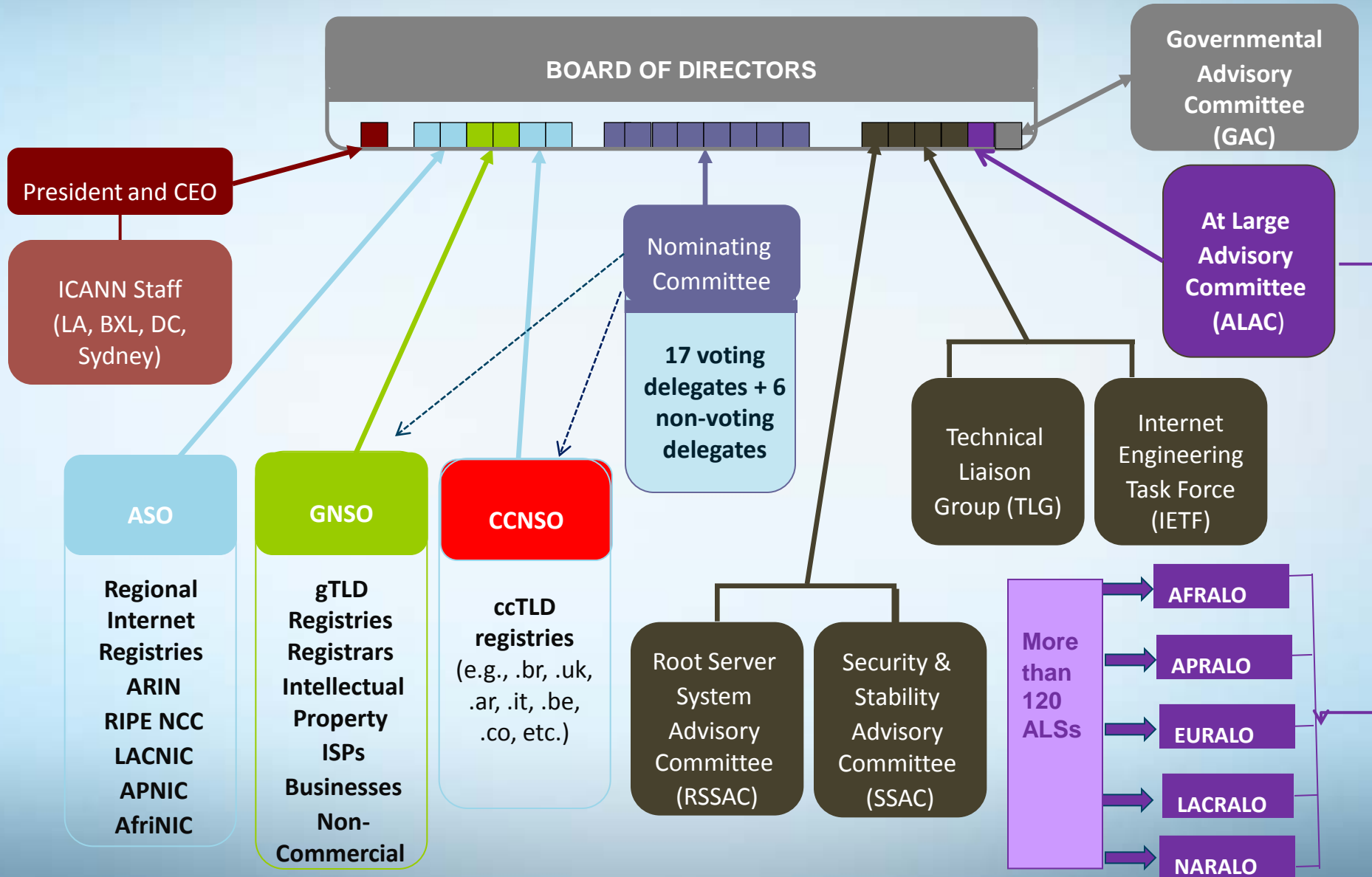


United Nations Educational,  
Scientific and Cultural Organization



IGF -Internet Governance Forum

# The ICANN Community



# The ICANN Community

- Open participation
- Diverse participants bring expertise and useful perspectives to inform policy making
- Consensus-based decision making
- Cooperation, coordination and consultation among participants on key issues
- Public debate is often spirited and blunt
- Formal agreements are used to create and manage various business relationships

# ICANN is a Global Organization

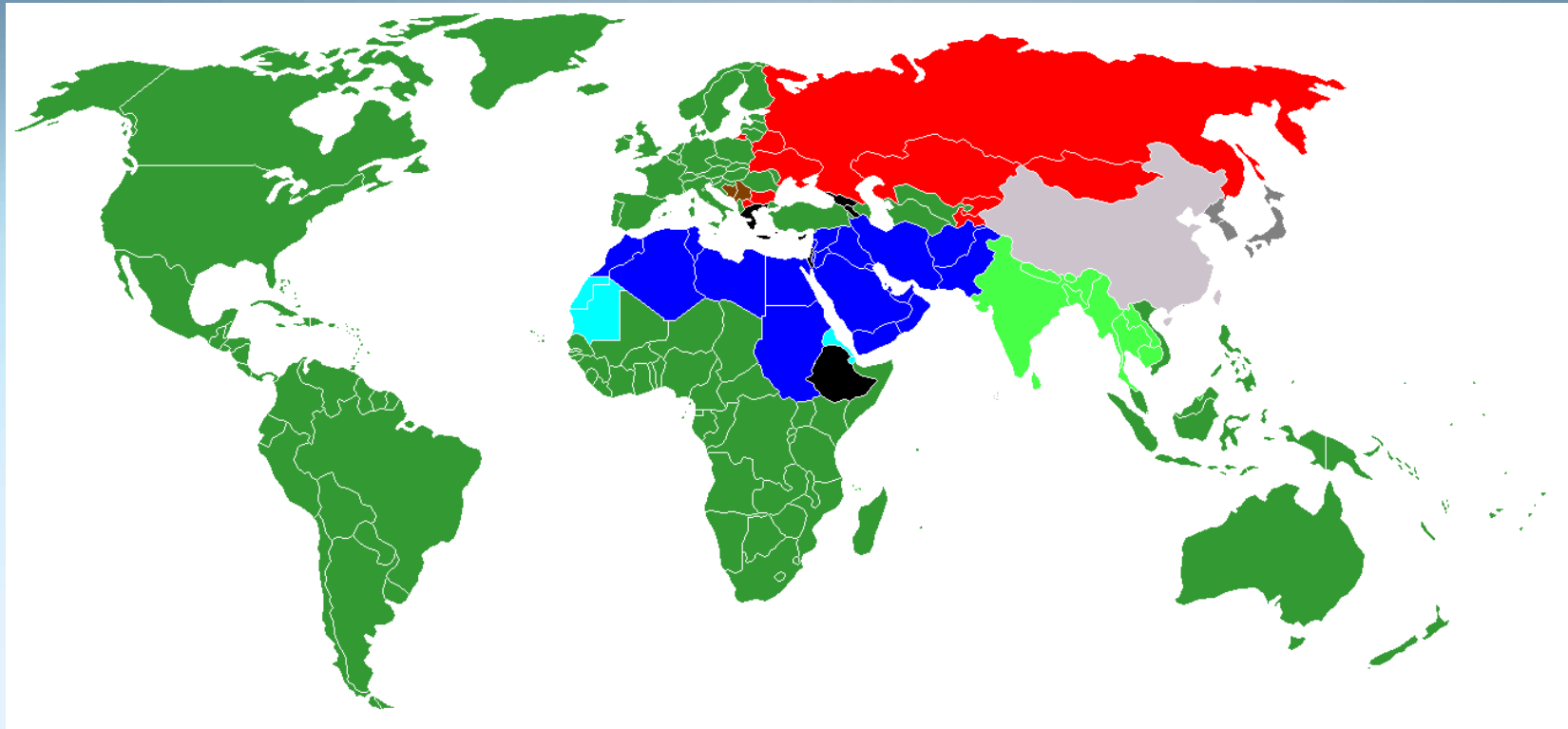
- Mandated by the bylaws:
  - Multinational Board (regional diversity)
  - Multinational participation and representation
  - Accountable and transparent to a global Internet community


# How to Participate in ICANN

- Public comments are invited on ICANN activities that are underway: New gTLDs, IDNs, DNSSEC, ICANN's Strategic Plans ( [www.icann.org](http://www.icann.org) )
- Individuals and representatives of groups and organizations may participate on ICANN's many councils, working groups and committees

# Emerging and Evolving Issues

- Enhancing the Security and Stability of the Internet
- Initial and expanded deployment of Internationalized Domain Names (IDNs) –
- Migration from IPv4 to IPv6
- Introduction of new generic Top Level Domains (new gTLDs)
- Current and upcoming studies of WHOIS
- Accountability frameworks with ccTLD managers
- Periodic review of ICANN's structure and procedures



- Latin Alphabet 
- Cyrillic Alphabet 
- Arabic Alphabet 
- Brahmic Alphabets 
- Mixed: Latin and Cyrillic Alphabet 
- Mixed: Latin and Arabic Alphabet 
- Mixed: Chinese Alphabets 
- Korean and Japanese Alphabet 
- Other Alphabet 

## Alphabet World Distribution



# Mission Deliverables for 2009 -2010

- Promote competition and choice in the domain name market – launch new gTLDs
- Expand internationalized domain names fast track for country code top level domains ( ccIDN)
- Soon available in genericTLD
- Take tangible steps to enhance the security of the DNS – operational readiness for DNSSEC
- Core mission improvements, including expanding compliance, further investment in staffing, implementing other organizational benchmarks.

# Affirmation of Commitments



The Affirmation of Commitments completes a transition that started 11 years ago when the first agreement was signed to create ICANN

## AoC Main points:

- a. Ensure that decisions made related to the global technical coordination of the DNS are made in the public interest and are accountable and transparent;
- b. Preserve the security, stability and resiliency of the DNS;
- c. Promote competition, consumer trust, and consumer choice in the DNS marketplace;
- d. Facilitate international participation in DNS technical coordination

The AoC reinforces the importance of Multistakeholder model and the relevance of GAC - Governments advise on policy public aspects of the technical coordination of the DNS.

# Strategic Plan 2009 - 2012

- Implement Affirmation of Commitment demands
- Implement IDNs and New gTLDs
- Enhance security, stability and resiliency in the allocation and assignment of the Internet's unique identifiers
- Monitor the depletion of IPv4 address space and provide leadership towards IPv6 adoption
- Improve confidence in the gTLD marketplace
- Strive for excellence in core operations
- Strengthen processes for developing policy
- Strengthen ICANN's multistakeholder model to manage increasing demands and changing needs
- Globalize ICANN's operations
- Ensure financial accountability, stability and responsibility

# Upcoming ICANN Meetings

- Seoul, Korea, 25-30 October 2009
- Nairobi, Kenya, 7-12 March 2010
- Europe, Brussels 20-25 June 2010
- Latin America (TBD) 17-23 October 2010
- Meetings are held three times/year, each meeting in a different continent - full on line participation!
- You can also be a volunteer – call for applications is open: [www.icann.org](http://www.icann.org)

**Obrigada!**

**[vanda.scartezini@icann.org](mailto:vanda.scartezini@icann.org)**