

Training session 4: Names, numbers and standards: technical and policy aspects



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ITU Strengthening capacities in international Internet governance
August 2017

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ICANN

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- ⦿ Mission, Values, and Role
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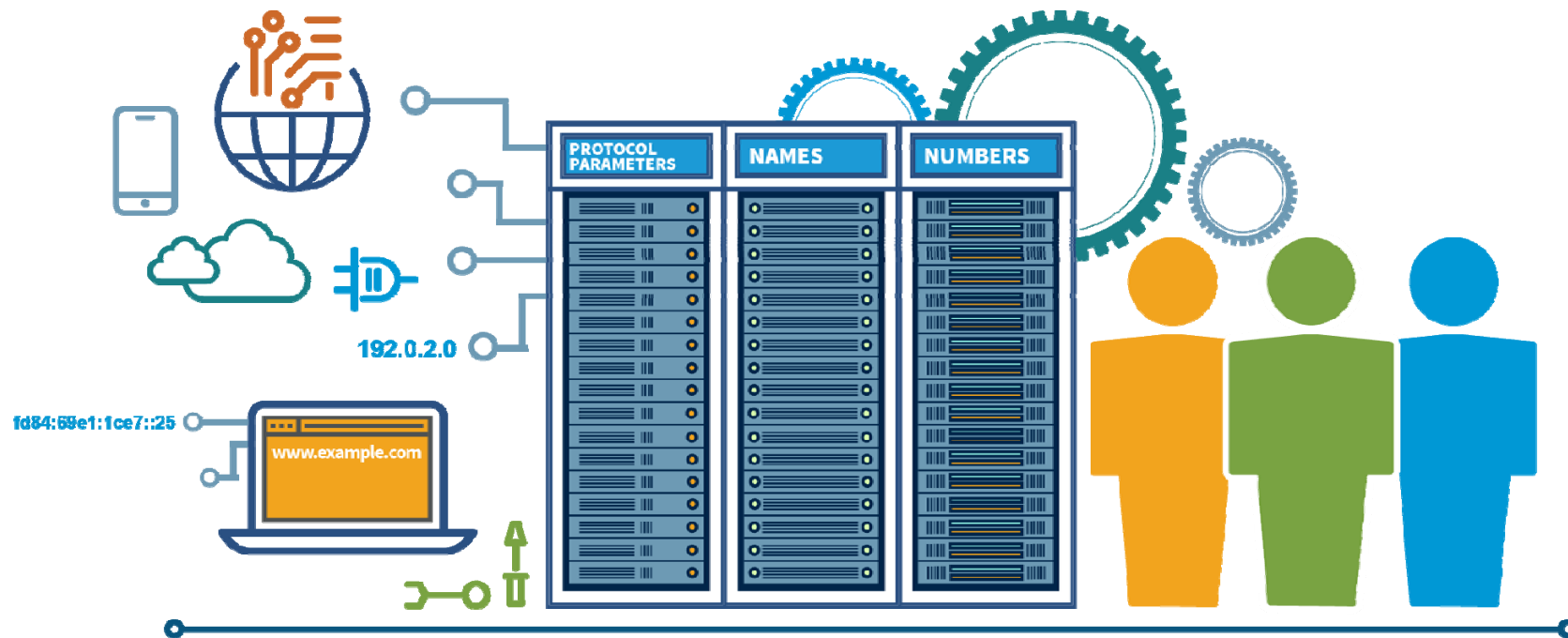
Domain Industry

- ⦿ Why and how it should be strengthened in the Americas

What is ICANN?

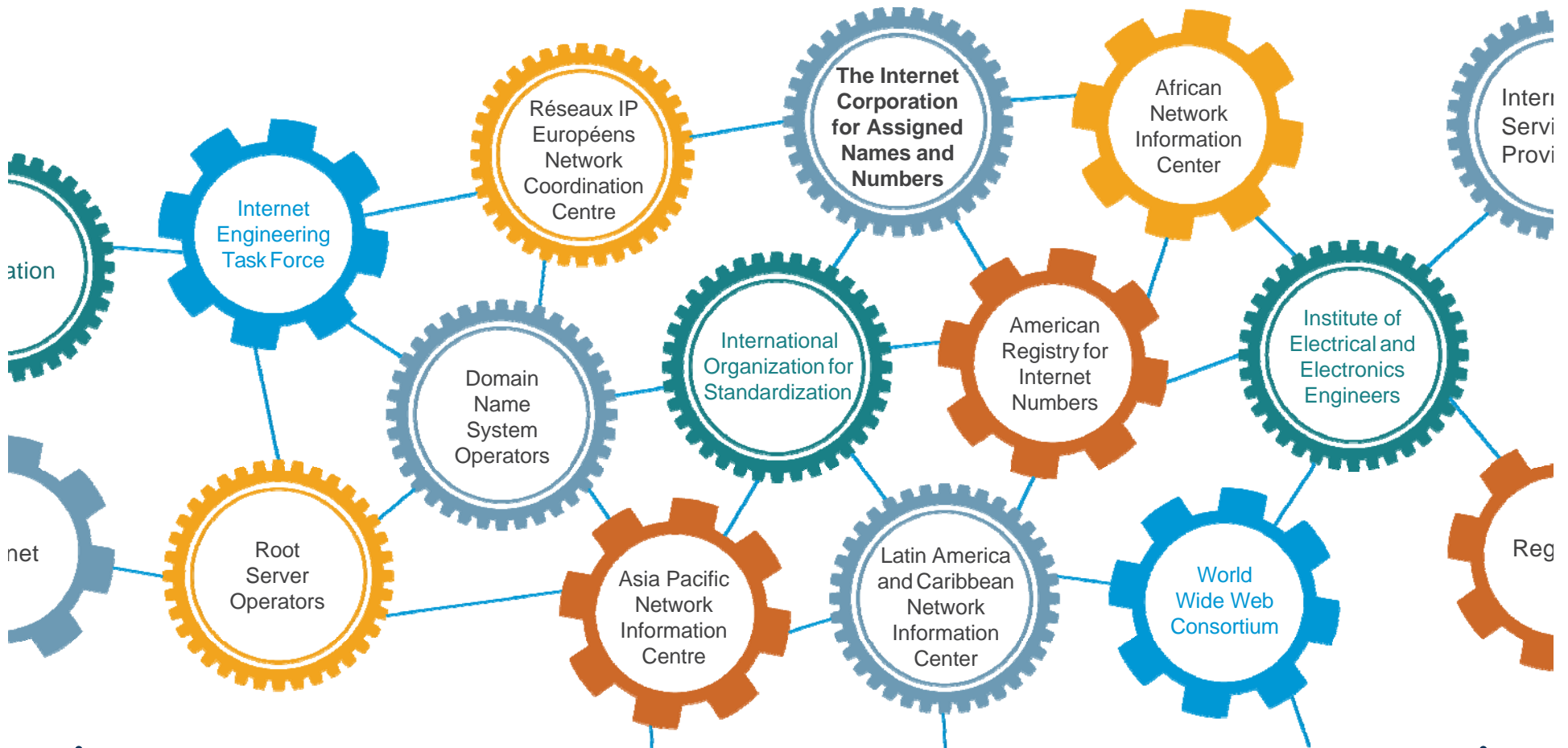
Overview

Coordinating with our partners,
we help make the Internet work.



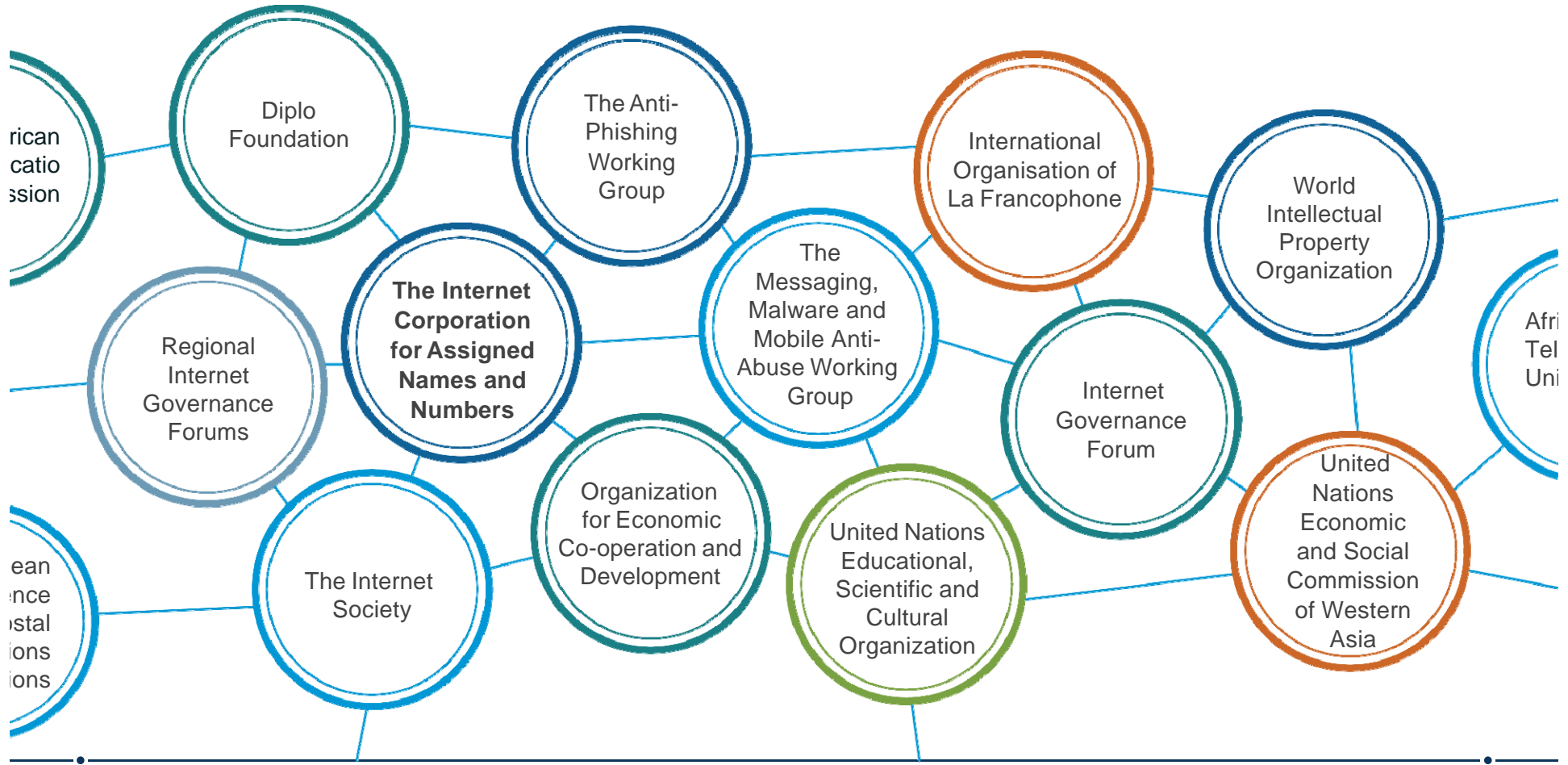
Our Technical Partners

Coordinating with our technical partners,
we help make the Internet work.



Our Other Partners

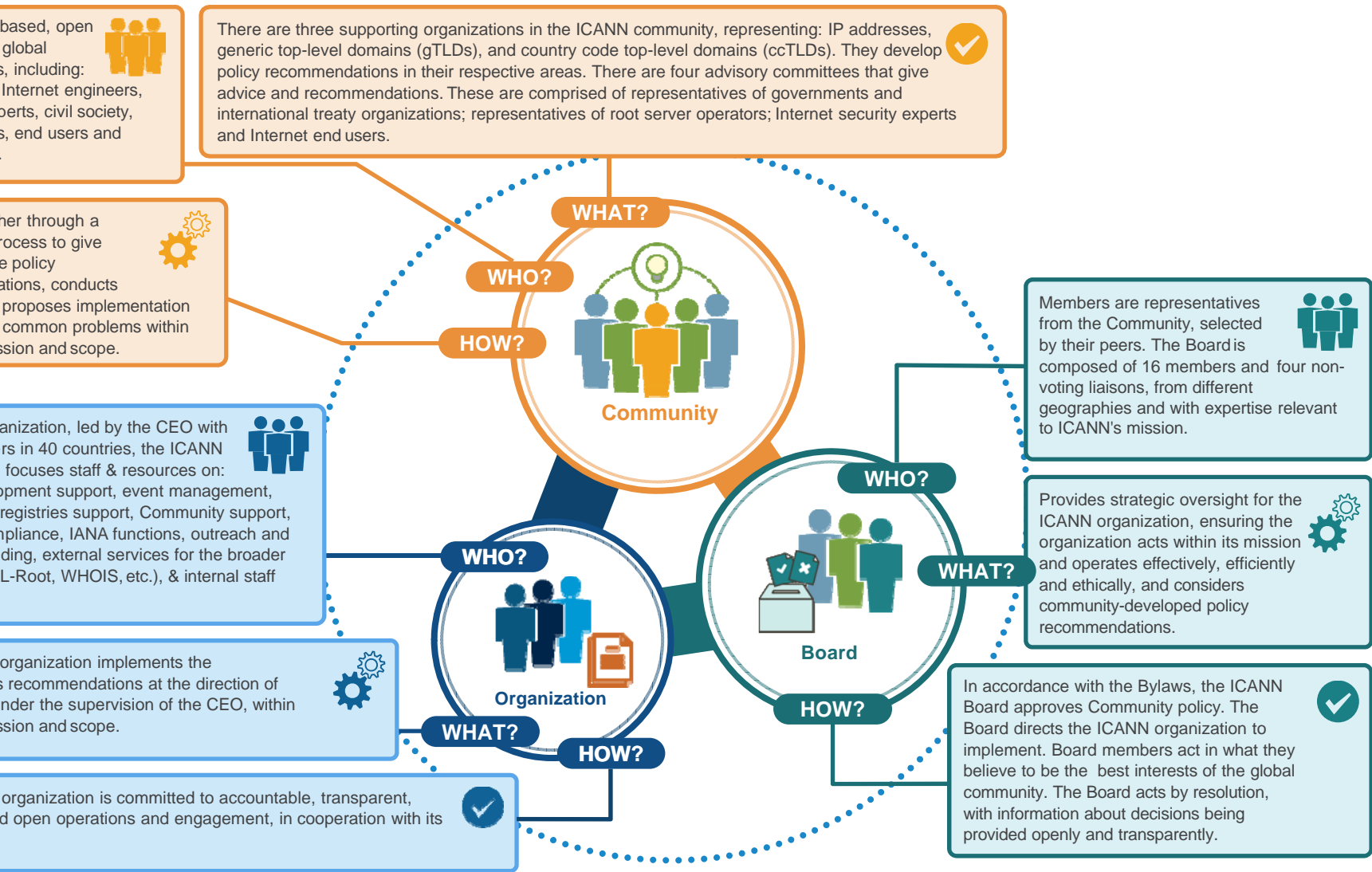
We all work together in different ways to help make the Internet work.



ICANN Ecosystem



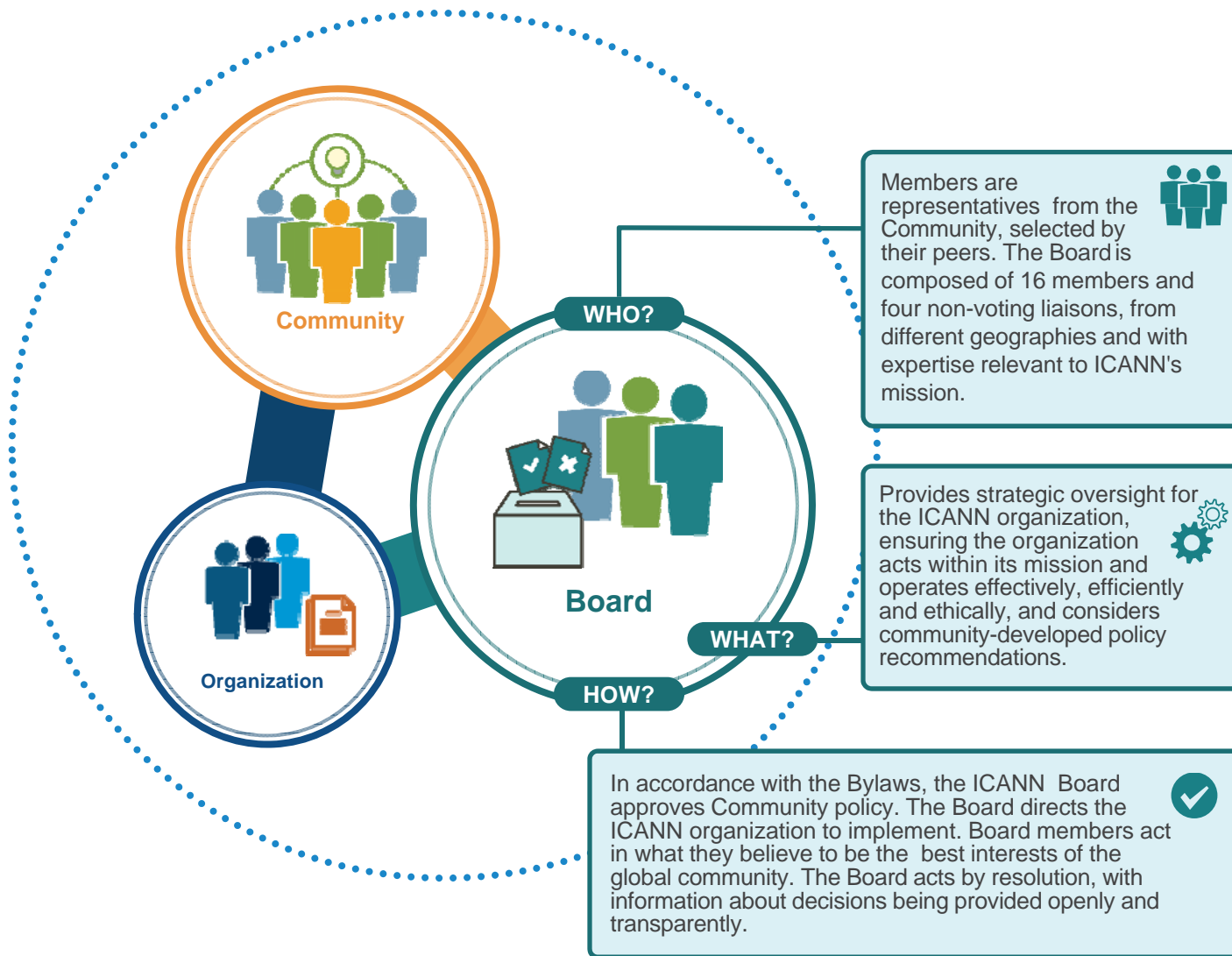
Who We Are



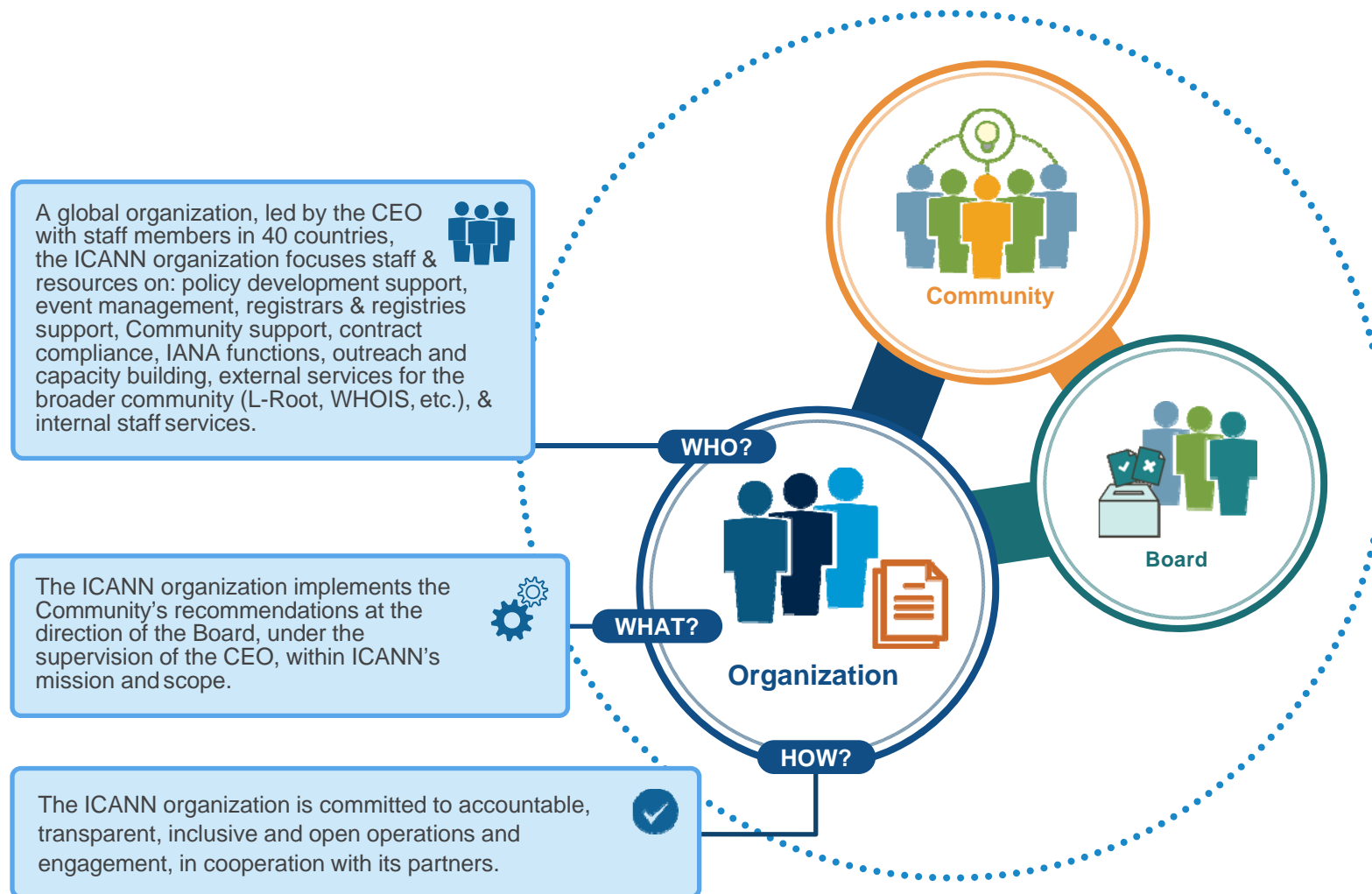
The ICANN Community



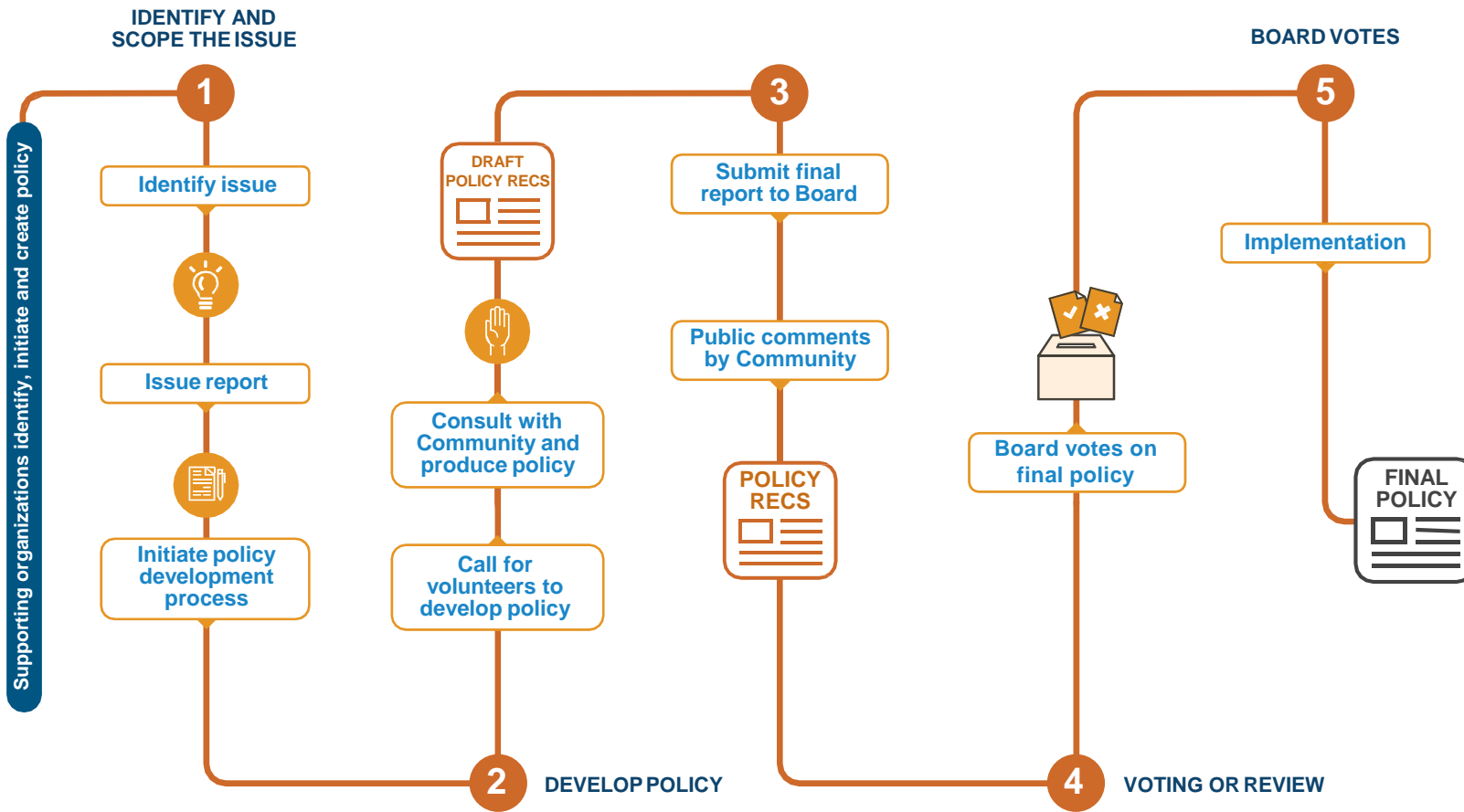
e ICANN Board



The ICANN Organization



How Does the Community Develop Policy?



Advisory Committees can participate during the process



At-Large
Advisory
Committee



Security and
Stability Advisory
Committee

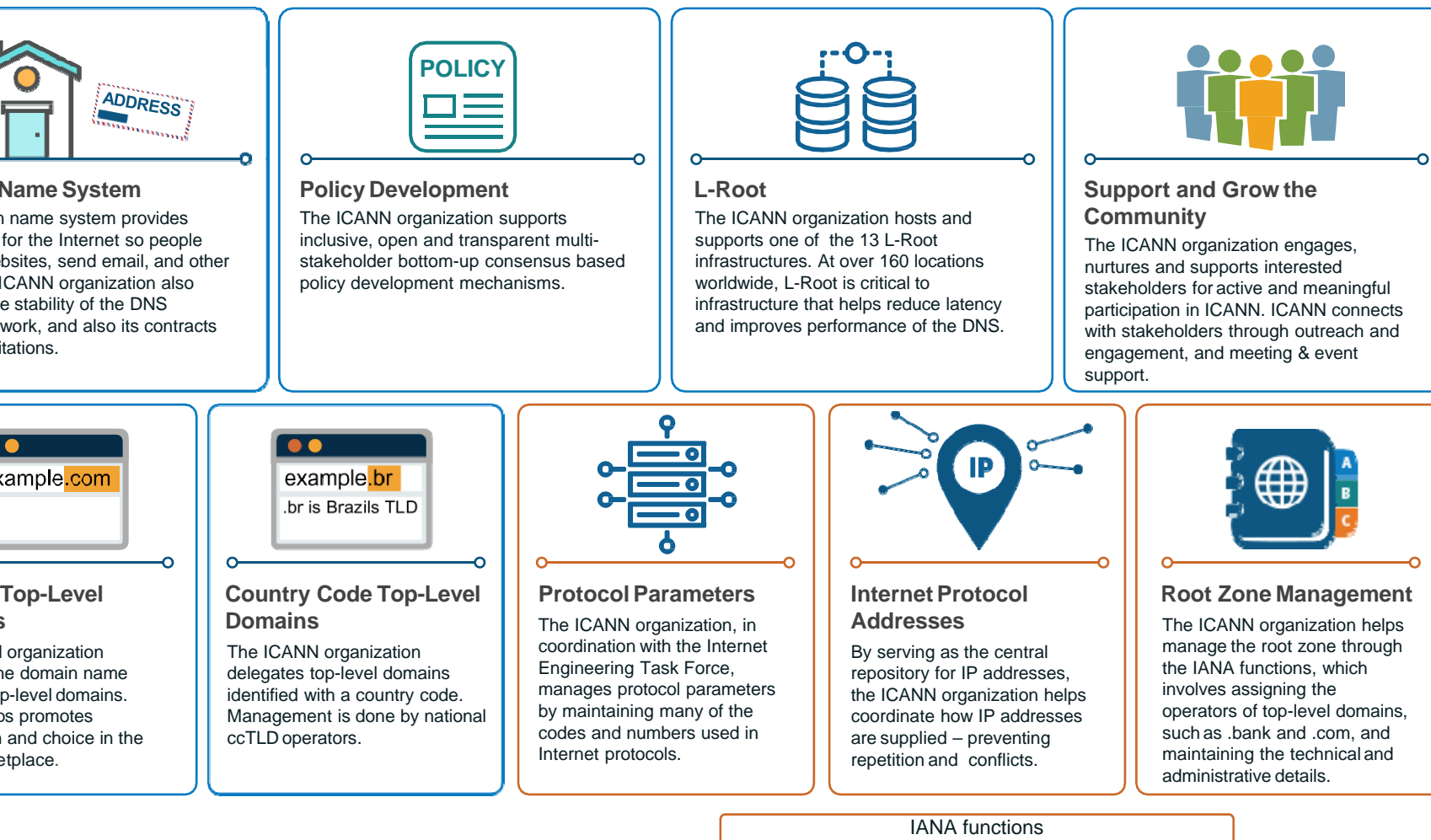


Root Server
System Advisory
Committee

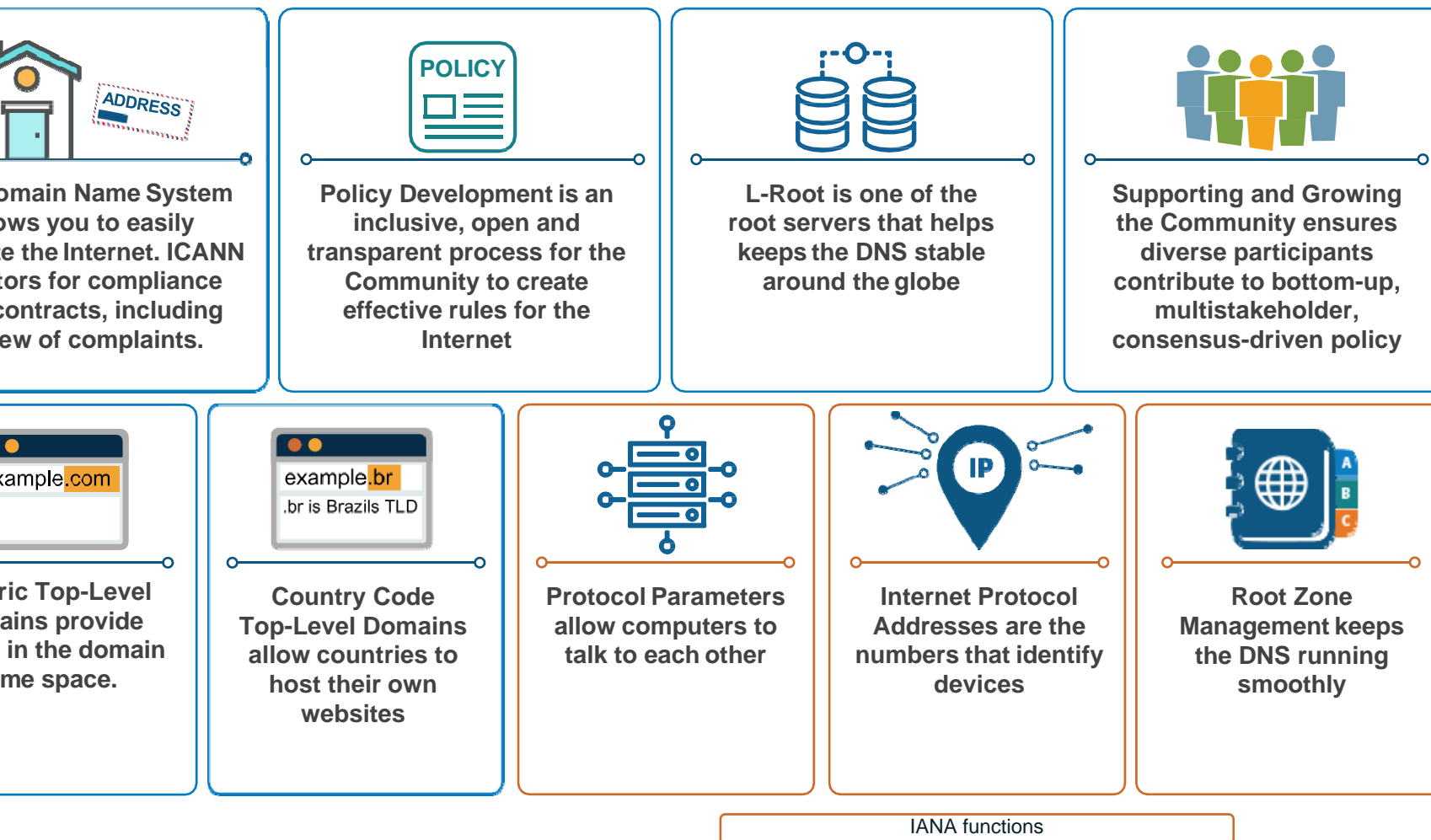


Government
Advisory
Committee

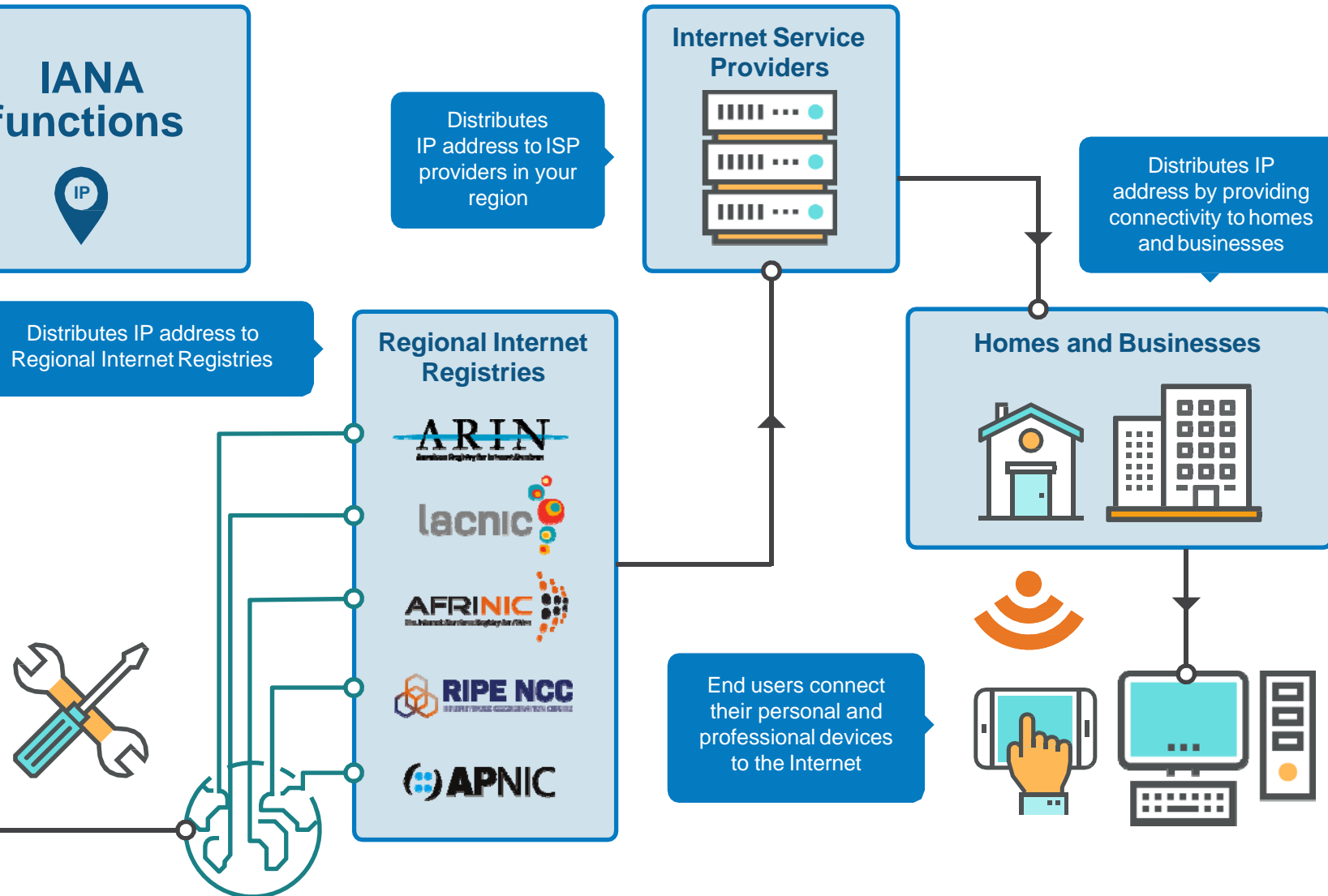
Some of What ICANN Organization Does



What Does ICANN Mean for the End User?



How Internet Protocol (IP) Addresses are Distributed








The image features a teal background with a low-poly, geometric pattern of various shades of teal and dark blue. The pattern consists of irregular polygons of different sizes and orientations, creating a textured, crystalline effect. The text is centered horizontally and positioned in the upper-middle part of the image.

Mission, Values, and Role

ICANN's Mission

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**


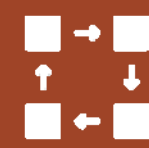

Specifically, ICANN:

-  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

ICANN's Mission

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:

	<p>Preserving and enhancing stability, security, resiliency, and openness of the DNS and the Internet</p>
<p>2</p> 	<p>Employing open, transparent and bottom-up, multistakeholder policy development processes that are led by the private sector</p>
<p>3</p> 	<p>Operating with efficiency and excellence, in a fiscally responsible and accountable manner</p>

 Learn more ▶

www.icann.org

Unique Names and Numbers

Anything connected to the Internet – including computers, mobile phones and other devices – has a unique number called its IP address. IP stands for Internet Protocol.



This address is like a postal address. It allows messages, videos and other packets of data to be sent from anywhere on the Internet to the device that has been uniquely identified by its IP address.

IP addresses can be difficult to remember, so instead of numbers, the Internet's domain name system uses letters, numbers and hyphens, to form a name that is easier to remember.



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gTLD Marketplace Health Index

LD Marketplace Health Index

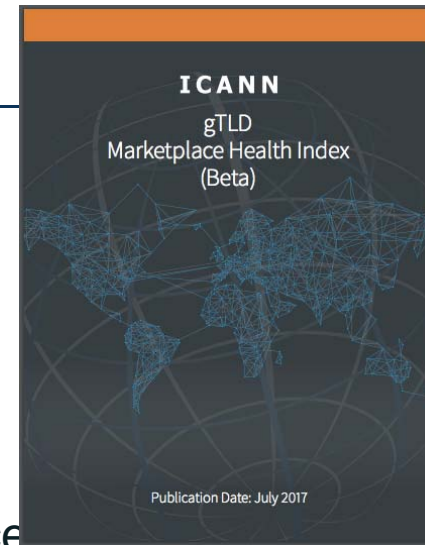
✂ Project launched in 2015

📋 Tracks progress on ICANN objective 2.3:

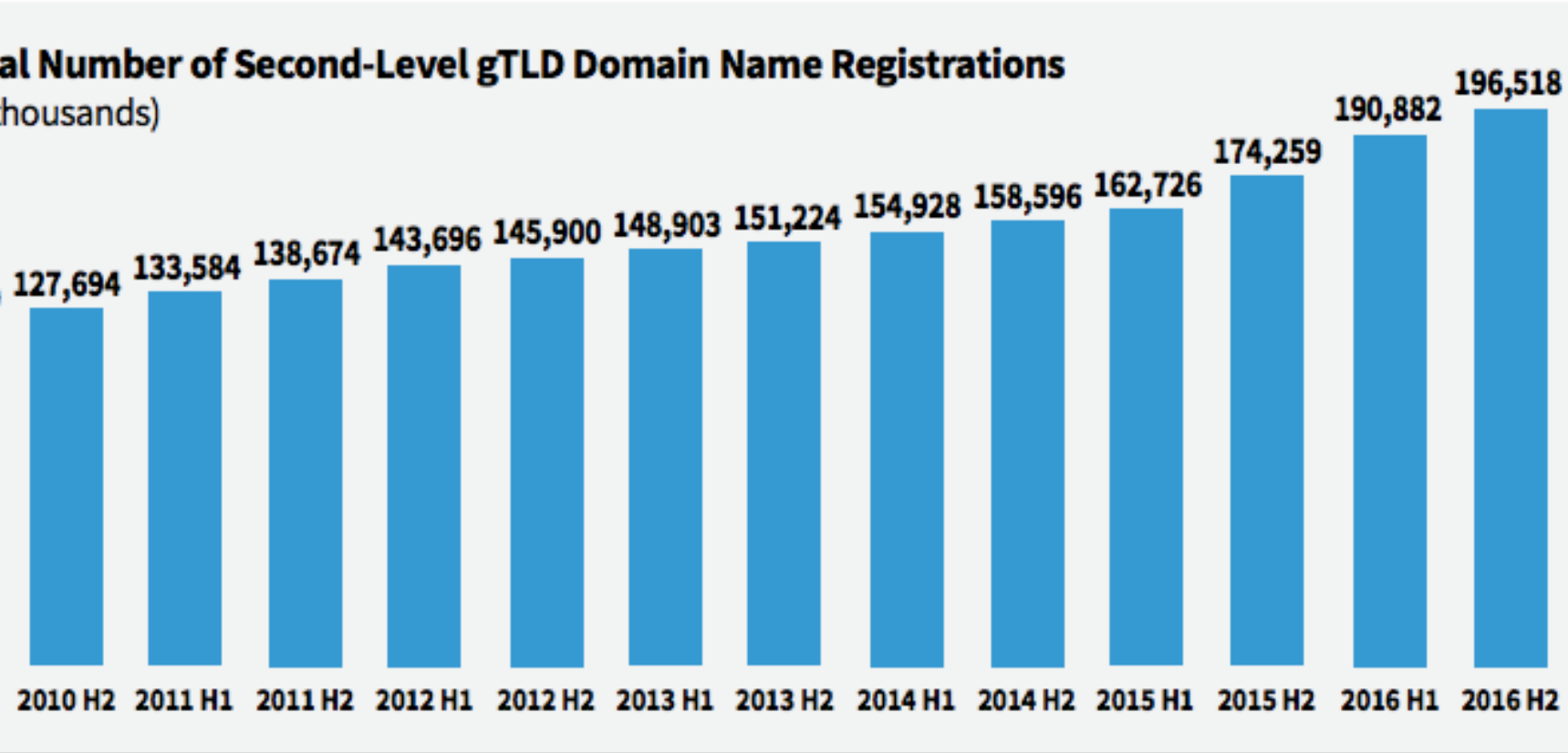
“Support the evolution of the domain name marketplace to be robust, stable and trusted.”

👤 Community Advisory Panel and ICANN to design metrics. 28 members – 2 from LAC region (Brazil)

📈 Metrics data could be used to track industry trends, inform future policy work and outreach, measure impacts of policy or contractual changes

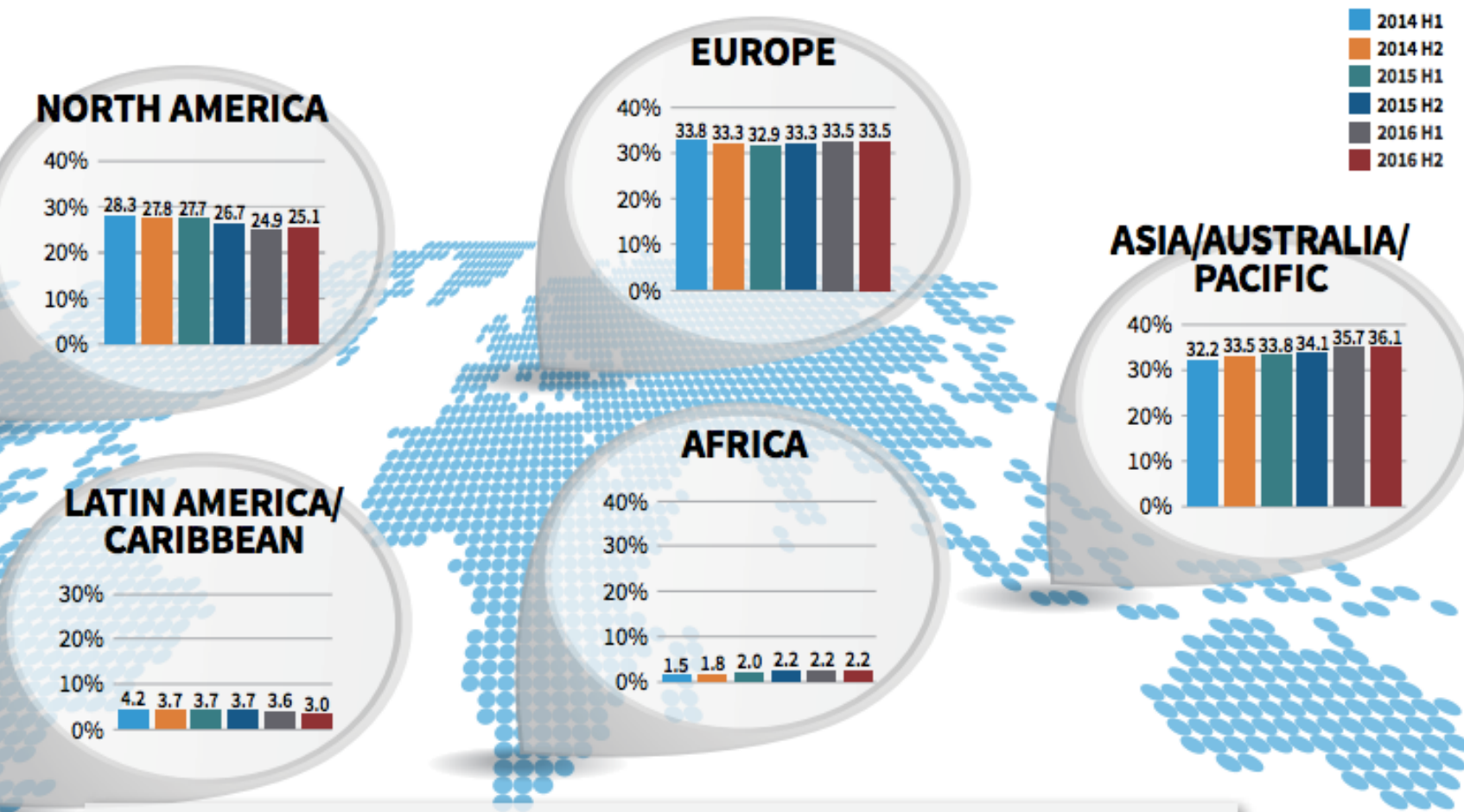


LD Marketplace Health Index: Sample Metrics



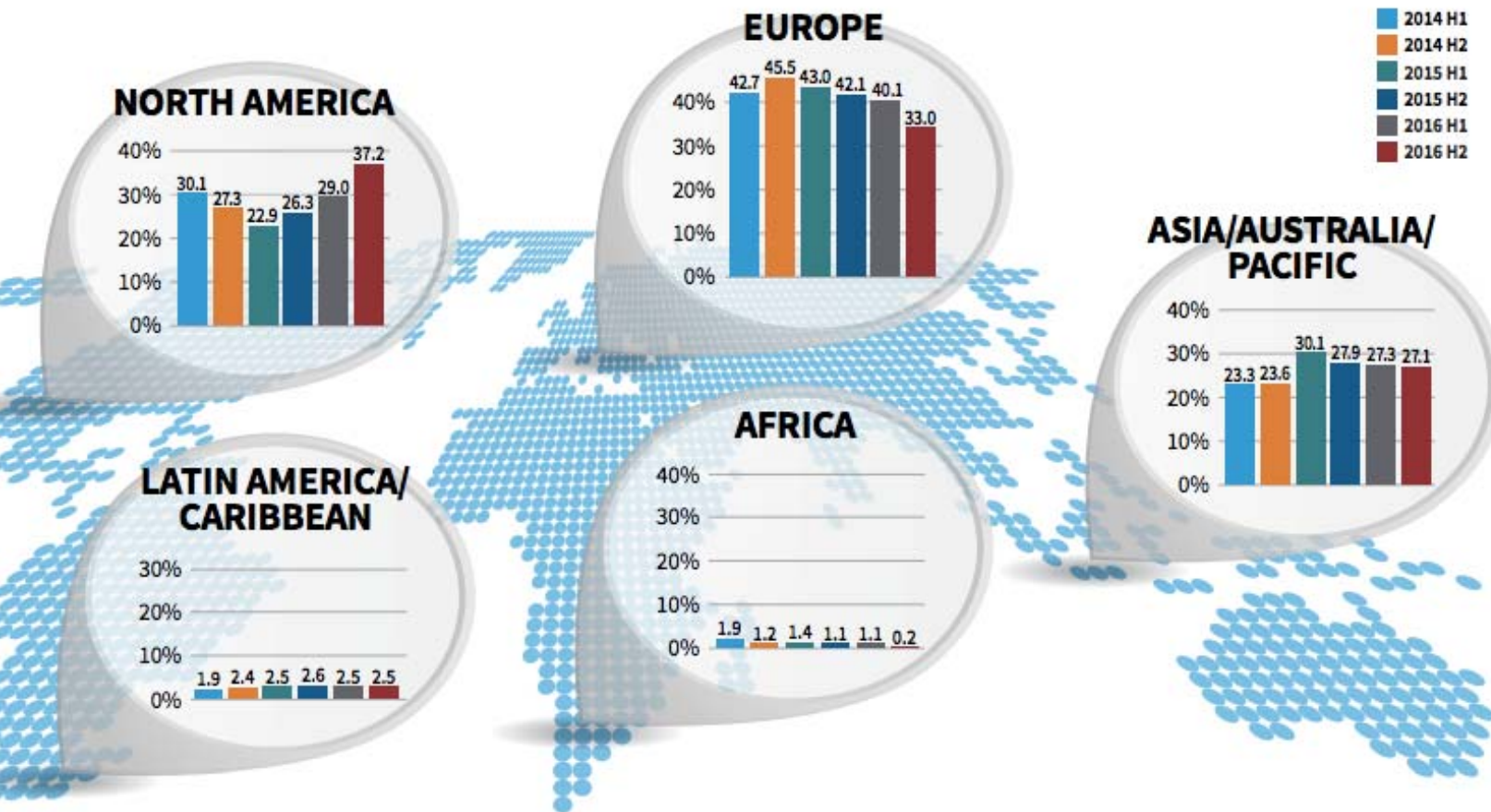
TLD Marketplace Health Index: Sample Metrics

Percentage of Distinct ICANN-Accredited gTLD Registrars, by ICANN Region



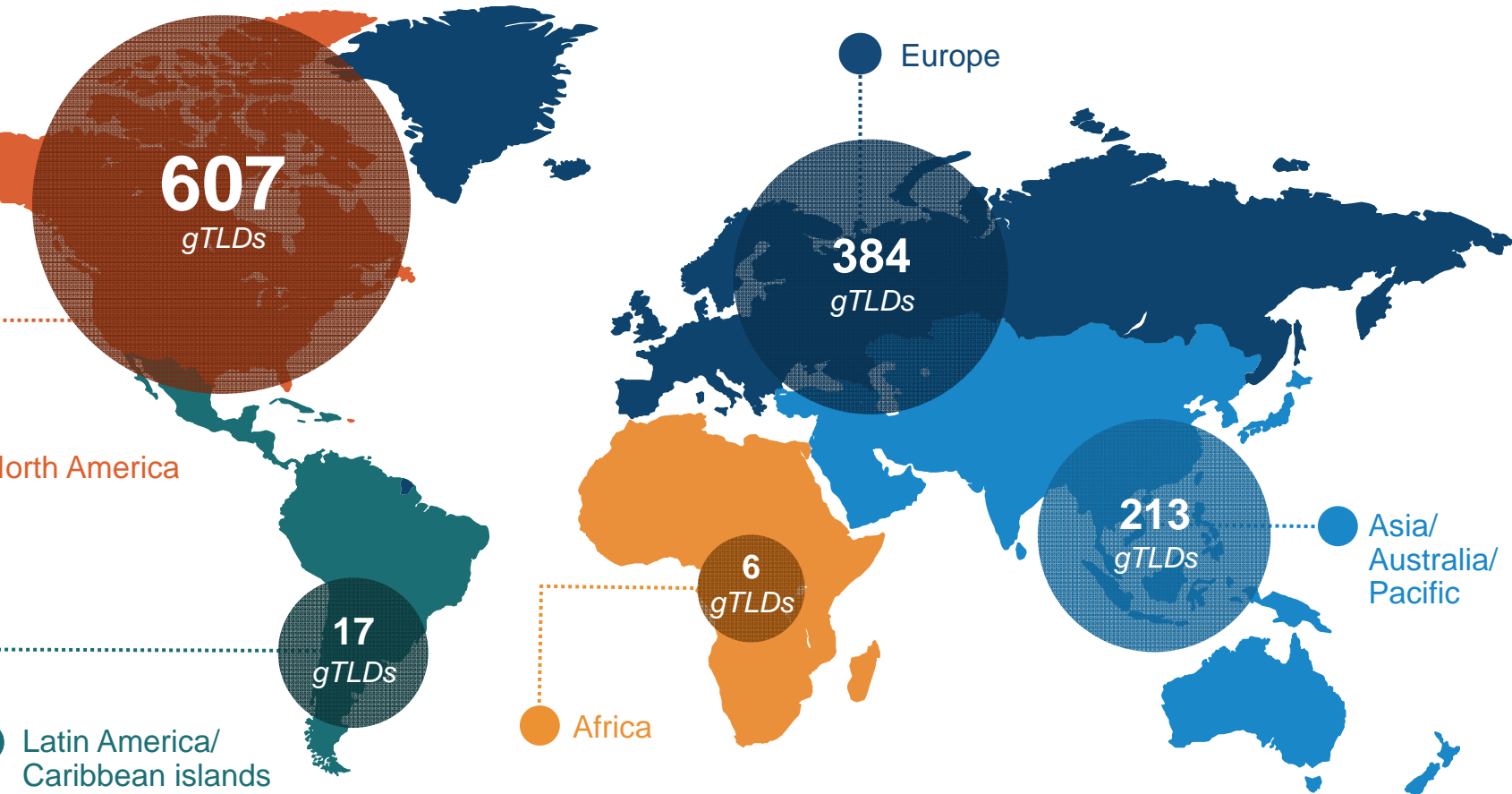
TLD Marketplace Health Index: Sample Metrics

Percentage of Distinct ICANN-Accredited gTLD Registry, by ICANN Region



12 Round Delegated gTLDs by ICANN Region

1227 Delegations as of July 2017
Region based on [Registry Public Contact](#)



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LAC DNS Marketplace Study

LAC DNS Marketplace Study

Commissioned in January 2016

collection of facts on the state of the domain name industry in the LAC region.

Regional web content,

Growth trends,

Registrar and reseller markets,
documentation of user experience,

Uptake of domains

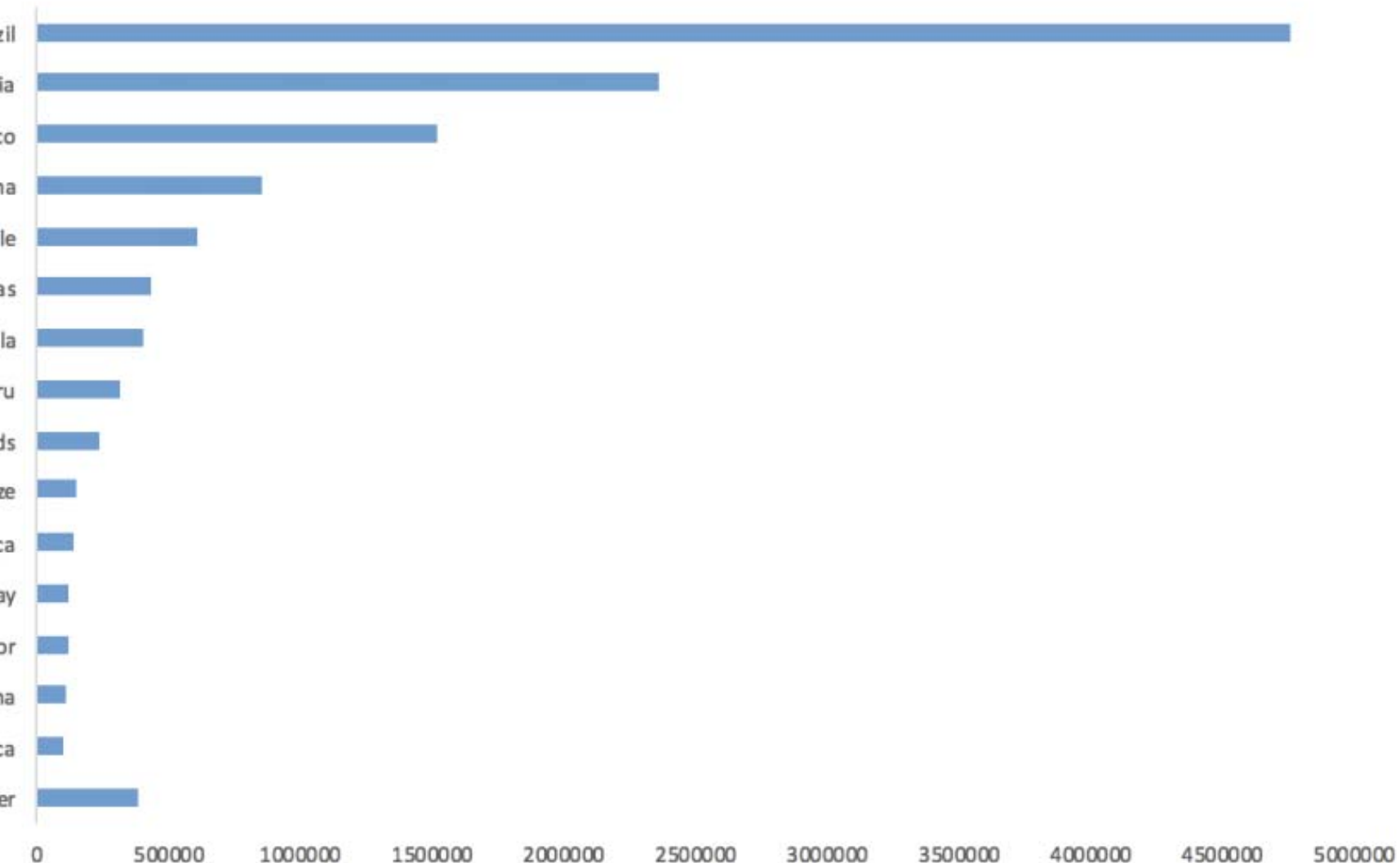
Market in premium domains

Much more...



CC DNS Marketplace Study

Number of domains by country
(ccTLD and gTLDs)



CC DNS Marketplace Study

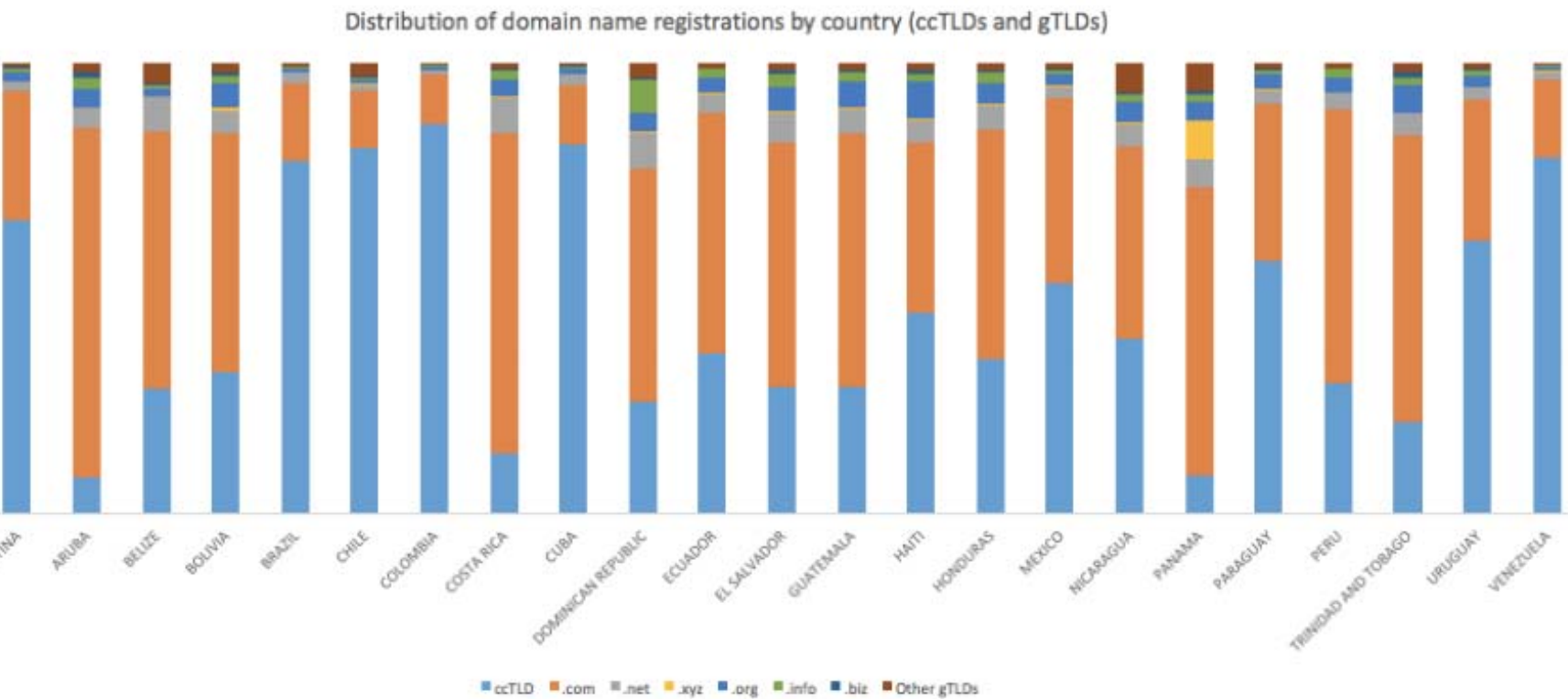


Figure 59 - Distribution of domain names by country (ccTLDs and gTLDs)

The image features a teal background with a low-poly, geometric pattern of various shades of blue and green. The pattern consists of numerous triangles and polygons of different sizes and orientations, creating a textured, crystalline effect. The text is positioned on the left side of the image, overlaid on the teal background.

**Why and how it should be
strengthened**

Why and how it should be strengthened

1

Demand gap

Lack of relevance of the uses and content, absence of skills to take more effective use of the online environment.

2

Value of the web and DNS

Competing technologies. Providing educational and informational material.

3

Sales channel

Lack of ICANN accredited Ra. Need to have agreements with resellers, some sort of presence in the region, and be online with facilities in local languages

4

Promoting awareness

There should be a dedicated website aimed at informing the end-user and the intermediaries with a simpler format, in an accessible tone, and in the languages appropriate to the region.

5

Youth Engagement

Over 30% of all users are aged 24 or below and over 55% of all users are aged 34 or below.

6

General Biz Engagement

Only 40% of the businesses in the region have their own website and that a large proportion of SMEs still do not use email to communicate with their clients and suppliers.

Why and how it should be strengthened

7

Bundling/add-ons

the one-stop-shop product offering for a complete website solution is a practical way to promote the use of a domain name.

8

Value of the web and DNS

Competing technologies.
Providing educational and informational material.

9

ccTLD Marketing

One of the most crucial recommendations for ccTLDs, large, medium and small – with or without a registrar channel – is the development of marketing

The image features a teal background with a low-poly, geometric pattern of various shades of teal and dark green. The pattern consists of irregular polygons of different sizes and orientations, creating a textured, crystalline effect. The text "Get Involved and Informed" is centered horizontally and vertically in a white, bold, sans-serif font.

Get Involved and Informed

Get Involved and Informed



Attend an **ICANN Public Meeting**. Three times a year, ICANN holds free and open public meetings in different locations around the world. Visit meetings.icann.org to learn more.



Visit go.icann.org/journey to learn how you can attend an ICANN Public Meeting as part of the NextGen@ICANN or ICANN Fellowship programs.



Take a free online course at learn.icann.org.



Attend events in your region.



Find and participate in an ICANN community group by visiting icann.org/community.



Sign up for ICANN news alerts and regional newsletters.

Engage at ICANN

Do you want to be in the vanguard of Internet expansion into new markets?

?

Do you want to shape open standards development and new technology?

?

Do you already devote resources to lobbying about Internet policy at the national level?

Do you already devote resources to lobbying about Internet policy at the national level?

?

Do you want to shape policy at the global level and know what is on the horizon?

?

Do you know if your competitors are already participating?

Do you want to be part of a growing and active community?

?

Do you see the Internet as a global shared resource worth supporting?

?

Do you want to defend the multistakeholder model?

Engage at ICANN



Issues discussed at ICANN impact your business

ICANN's work ranges relates to a broad range of Internet challenges, including policies on generic names that affect your network configuration and your brand or business practices online. Let your voice be heard on the issues that affect your business.



ICANN is open to everyone

You can tailor your participation to your needs. Remote participation is available in several languages at all ICANN's public meetings. Issues open for public comment are listed on our website for all stakeholders to provide input.



Take advantage of our multistakeholder model

Not only is ICANN open to everyone, everyone participates on equal footing. This makes it a unique place to interact with and learn from representatives from different sectors such as academia and government.

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Fellowship/NextGen/Newco mer Programs

Programs Available



Fellowship

Global Capacity Building Program to support ICANN's Multistakeholder community; online application process 3x year around an ICANN Meeting (1 Mtg for Alumni only)



NextGen

Regionally based Program to create awareness and promote future discussions within universities and other regional forums; online application process 3x a year around an ICANN Meeting



Newcomer

Those just entering the ICANN community can self-educate using the Newcomer webpage or participate in person or remotely at the ICANN Meeting Newcomer Sunday

Watch Fellowship and NextGen video:
https://www.youtube.com/watch?v=nrV_ZkDEFIQ



Watch Newcomer video:
<https://www.youtube.com/watch?v=da1RQt9-e-g>





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