

Issue Brief: .amazon public interest commitments

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Public interest commitments for .amazon

What is being offered?

.nine .amazon domains set aside, one for ACTO and one each for its members, “that have primary and well-recognized significance to the culture and heritage of the region” – but only to be used non-commercially – e.g. br.amazon (Brazil)

.They could also select the names of Amazonian indigenous peoples’ groups or “the specific terms OTCA, culture, heritage, forest, river, and rainforest, in English, Dutch, Portuguese, and Spanish.”

Amazon would also get veto power over the content of the web sites at the domains used by the governments. They’d have to be basically static sites, no user-generated content allowed

Public interest commitments for .amazon

What is being offered?

.blocking of up to 1,500 strings per TLD that “represent the culture and heritage of the Amazonia region”

2 years to populate the list

Steering ctte would decide on the names. Amazon corp has veto power but ACTO countries can appeal under PIC dispute resolution policy – ACTO was seeking more equal representation

Public interest commitments for .amazon – what is not being offered

ACTO wanted majority control over the policy steering cttee

They want a more generous definition of “culture and heritage” – current rules would not include the names of cities, towns, villages, rivers, culinary dishes, typical ingredients, animals and plants, touristic attractions, and travel-related services, etc. – i.e. too restrictive

They wanted a button on every web page which linked to an ACTO site promoting the Amazon region

What's at stake for End Users

- .Precedent setting
- .Respect for cultural rights
- .Right to own local nameshhhhhhhhh
- .????

How are parties aligned?

- .Contracted Parties (might not be unified)

- .Business (might not be unified)

- .NCSG

- .GAC

- .SSAC

Proposed At-large Positioning

.Position 1 – concern: this public comment opportunity is extremely well hidden on the ICANN site so that few people are likely to find it

.Position 2

.Position 3

Discussion