

# 2020 - New GNSO PDP Guidelines

**PDP 3.0** - A brief review of some aspects for ALAC's Consolidated Policy Working Group (CPWG) April 1st 2020.

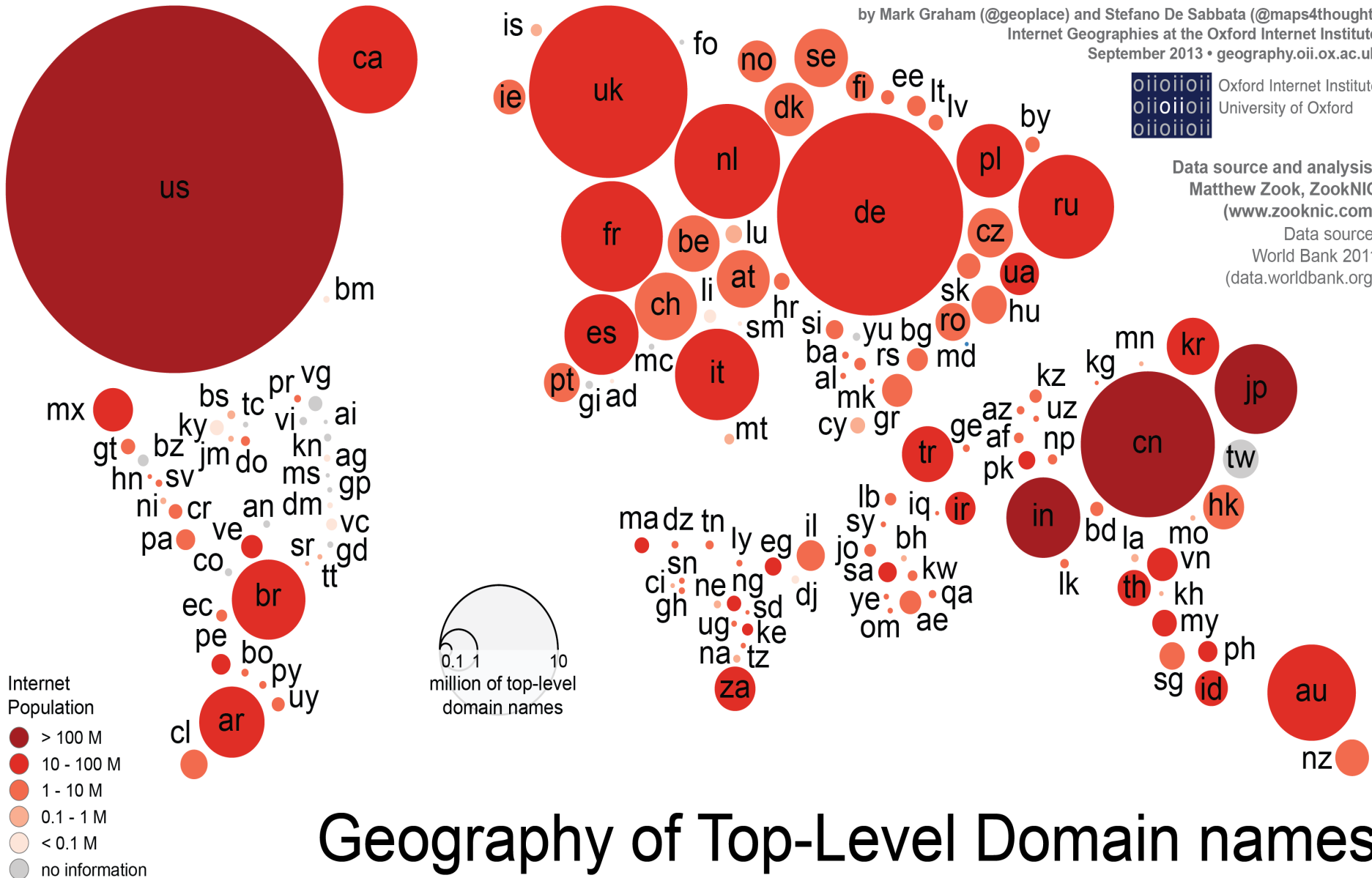
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## Comments with Thanks to Cheryl

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**The DNS's technical system and institutional framework have been performing reliably and effectively during the past three and half decades. The future challenges need to be addressed now.**

# Useful to View in this manner by ICANN



# Some Useful Statistics & Pointers

- Since 1983, the Domain Name System (DNS) has been in use to simplify and indicate websites by means of domain names rather than IP (Internet Protocol) addresses.
- From 1 website in 1991 [i.e., World Wide Web Project], over 1.94 billion websites are on the Internet in very quick time. It is nice if 200 million of them are active!!!
- Governance cannot be oblivious of the registered and dormant gTLDs.
- **TLD types: ARPA, gTLD, grTLD, ccTLD, sTLD, tTLD and iTLD: They are in practice Symbolic Models [mentioned for academic interest]**
- **Many websites use ccTLDs as gTLDs to attract the Search Engines to the content.**

# Working with Domain Names

- The domain name can be parsed. Tools can be built with some rule base.
- RFC specifications are necessary for registering the TLDs.
- Ideally the TLD is a single / atomic unit. But ICANN registers only a chosen suffix.
- Public Suffix is superset of ICANN Registry entry. In theory it can be truncated based on a specific need to make it an effective TLD. Public suffix is defined by human for a specific purpose.
- Plenty of Confusion in the Governance Models. ICANN may have to socially responsible on this.
- Concern: Registry Suffix is reasonably formal thanks to ICANN. Public suffix ? Also, cookies are hazardous on Public Suffix.
- The impact is on “Search Engine Optimization [SEO]”, Malicious Content Detection, Data Regulation, Privacy and hacker handles to mention a few.

# PDP Characteristics

- **De facto** means “in fact”, while **de jure** means “by law.”
- **de facto** as “in practice” and **de jure** as “on paper”.
- None can fight the Internet. If a sizeable population is having a practice, just go ahead with it may be an effective policy.
- Inclusivity is the cornerstone of Governance. We need to be more committed, responsive and permit iterative processes. Where possible an additional round of discussions will help.
- Peter Drucker wrote a book “People and Performance”. This sequence is best for governance more so due to the fact that Productivity is a Paradox in IT.