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Larisa Gurnick:	Once again, hello. This is Larisa Gurnick. I'm the Senior Director of (Inaudible) Organizational Reviews here at ICANN. Welcome to the Kickoff Conference Call for the Implementation Advisory Group for Competition, Consumer Trust and Consumer Choice. We are happy to have you here with us.
	And once again, this call is being recorded and transcribed and the information will be made available.
	As per our agenda today you can see it on the screen, welcome and introductions. We'll do an overview of the mandate and the process for this group. We'll talk about the timelines, several administrative matters and, of course, time for questions.
Mike Nelson:	One real quick question. This is Mike Nelson. You said the transcript will be made available. Do you mean to the public, or to the group?
Larisa Gurnick:	Both at this point.
Mike Nelson:	Okay.
Larisa Gurnick:	And I'll cover this later under the administrative items, but this group has a public Wiki space, and we'll talk about that a little bit further.
	So, 39 individuals volunteered to serve on what we are now referencing as AIG/CCT, the Advisory Implementation Group, and you can see the names of all the participants. Many of you are on the call today. Thank you so much for joining us. And at this point I would like to have each one of you introduce yourself, please.
	We will go in the order of participants, in alphabetical order, as you appear in the panel in the Adobe room, and once we—once everybody in the Adobe room has a chance to introduce themselves we will also cover people that may not be in the Adobe room, but are on the conference line.
	So looking—starting at the top, Brian, if you could, give your name, your country, your occupation and your reason for joining, that would be terrific, and we'll just go down the line.
	Oh. I'm sorry. Anjali just dialed in, so she's at the top of the list now. Anjali, please?
Anjali Hansen:	Hi. This is Anjali Hansen. I'm calling from Virginia in the United States, and I am on the BC, Business Constituency, and I represent the Council of Better Business Bureaus. We do a lot of Consumer and Business Trust. We produce standards for trust, between

businesses and consumers, and the market is increasingly online, so very interested in this topic. I'm the Deputy General Counsel, so I have a legal background.

Larisa Gurnick: Thank you, Anjali. Brian, please?

Unidentified Participant: He might be muted.

Larisa Gurnick: Star-7, perhaps, if you're on mute.

Unidentified Participant: I'll expect he's dialing in right now.

Larisa Gurnick: Okay. We'll get back to Brian. Cheryl?

Cheryl Langdon-Orr: Thanks. Cheryl Langdon-Orr. I'm also involved with the—some of the previous work on metrics and Consumer Trust and Choice Competition. I've also been involved in the previous Review Teams and, having served on the first (inaudible) and Joint Venture Review Team. I've worn a number of hats within the ICANN world, but I'm actually wearing my (inaudible) hat, in this particular (inaudible). I'm (inaudible) specifically and I'm dialing in from Australia. And I just want to point out what the (inaudible) side of this is. Probably, yes; but slightly delayed in terms of responding, as many of us who use Adobe Connect do, and prefer to use the microphone connections through the Adobe Connect. And so, perhaps we've then got audio—have no audio. In my opinion, yes, I think that's the (inaudible). I'm going to go back on mute.

Larisa Gurnick: Thank you, Cheryl. Brian, are you dialed in at this point? We'll try Brian again in a few minutes.

Christa, please? Christa, are you on the line? Okay. Let's move on to Christopher Wilkinson please. You may be mute. Christopher, are you there? No.

How about David?

David Stuckman: I'm here. I'm wondering if anybody else is having trouble getting on to Adigo with the username and the pin or password. I can't get in, so I'm on Skype, okay. But I'm David--

Unidentified Participant: Yeah. I had trouble too, but I'm in now.

David Stuckman: Okay. David Stuckman. I'm from Kansas. I'm a Board of Director Member of PBUS (ph), which is, Bondsmen of the United States. Here, more or less, to represent mom and pop, mother and father shops that are worried about all the new domains, and immediate response people like the people from TAXI (inaudible) those people who are bakers, or locksmiths that want to know—because they want to know—they've invested all their money into advertising and marketing, and you think that they might have a lot of name collisions, or head-on collisions with domains; hacking into their—not hacking, but disrupting all their marketing ideas.

Larisa Gurnick: Thank you, David. Evan?

Evan Leibovitch: Hi there. My name is Evan Leibovitch, I come from the home of the world's most entertaining Mayor, Toronto, Canada; and I am Vice Chair of At-Large. I was involved in the original GNSO Consumer Metrics Working Group. I've been pushing very, very hard to make sure that the metrics and that the new gTLD Program itself, tries to accurately address the needs and concerns of Internet end users. I've been doing this from my position At-Large for some time. And, in fact, I'm also one of the primary authors of the At-Large list of Supplemental Metrics, that's augmented with the GNSO work group (ph). Thanks.

Larisa Gurnick:	Thank you, Evan. The next person on the list shows up as I-S. I don't know if that's an abbreviation. Okay. Moving to Jeffrey Thomas, please?
Jeffrey Thomas:	Hello. It's Jeffrey Thomas calling from Texas in the United States. I'm currently Director of (Inaudible) Consultants; the same consulting—Electric Consulting; and joining because I want some (inaudible) stuff to stick with what this team is going to be doing, and how to better (inaudible) to the metrics via the Internet.
Larisa Gurnick:	Thank you very much. Jonathan?
Jonathan Zuck:	Okay. Hi. This is Jonathan Zuck from the Association for Competitive Technology. We are a Brussels-based Trade Association, representing small and medium-sized ICT companies, and in particular mobile app developers. And I've been a long-term RP on the issue of metrics at ICANN. And a separate—is the result of a Board Resolution named after me, so I'm on here because I feel the obligation to separate it through to its conclusion.
Larisa Gurnick:	Thank you, Jonathan. Next on the list is Judy.
Judith Harris:	Hi. I'm Judy Harris. I'm based in Washington, D.C. Evan, I feel for you. When Marion Barry was our Mayor, I used to say I lived in the only place where the Mayor makes his own licenses plate.
	I'm a partner at a global (ph) law firm, it's called Reed Smith. I represent a lot of brands, and relatively used the process the past of couple of years, and my clients have a lot of concerns and want to make sure that this program is (inaudible), that they're effective as possible. So that's my interest in being involved.
Larisa Gurnick:	Thank you, Judy. Natalie, please? Natalie, are you able to introduce yourself? Okay, we'll come back to Natalie.
	How about Phil, please? Okay. What about Ray?
Ray Fassett:	Hi. This is Ray Fassett. I'm from Cleveland, Ohio. I am the—I'm a Principal and an officer of the Dot-Jobs Sponsored Top-level Domain. I'm a Member of the Registry Stakeholder Group. I've been involved with ICANN since—nearly since its inception. Including in volunteering in many working groups, and various GNSO policy activities, and was also formally involved in the policy that led to the Board Resolution Adoption of TLD expansion. I am generally an advocate of responsible expansion of Spectrum, and generally do not favor artificial limitations on responsible expansion. Thank you.
Larisa Gurnick:	Thank you very much. Next on the list is Reg. And I realize that some of you are having problems being heard, so we will make sure that problem is rectified, but in the meantime we'll just keep going down the list. Reg, please?
Reg Levy:	Hi. This is Reg Levy. I'm calling in from Santa Monica, California in the U.S., and I am new ICANN. This is my second year working with ICANN, and we are—I represent Minds Machines (ph). We are the applicants and registry services providers for the new gTLD brand.
Larisa Gurnick:	Thank you very much. Next on the list is Ron.
Ron Andruff:	Greetings, all. Ron Andruff. I'm a Canadian and U.S. Citizen, and I've been working in the ICANN community for almost 12, 13 years; 40-plus meetings. My primary business is consulting, and I have a sports social media platform that will bring—putting up. And the reason that I'm participating in this group is because the institution of ICANN used to be built, and like most of you who have been long-termers—at ICANN, we are all about

trying to establish ICANN as that global institution that maintains the control of the Internet as a bottom-up process. Thank you.

Larisa Gurnick: Thank you. Rudi, please?

Rudi Vansnick: Yes. Thank you. Rudi Vansnick. I'm a Belgian and European Citizen, based in Kent (ph). I've spent six years in the At-Large, (ph) Community, and I learned a lot on how to try to advise ICANN to do things in right way. And I moved this year into the GNSO world as a member of the NPOC, and Chairing the Policy Committee of NPOC, and I'm trying to convert advice into policy, and then policy into advice, as much as I can. I'm also a member of the Internet Society Board of Trustees, my second year as of Monday. And I hope I can bring some value from my activities as an Internet pioneer in a country that was, for a long while, the best tabled one in Europe.

Larisa Gurnick: Thank you, Rudi. Steve, please?

Steve DelBianco: Steve DelBianco; the United States. I run a trade association, NetChoice; it represents some of the world's leading e-commerce and online platforms. I'm involved in this because I felt like the affirmation of commitments represented the true constitution for ICANN, dictating what it's accountable to do for the global Internet population, as well as mechanisms to review specific ICANN activities. And that's why we are all here, the affirmation calls for a review of the New gTLD Program, to see whether it improves competition choice and trust.

Both NetChoice members and Business Constituency members where I serve as Policy Chair, were keenly interested in this affirmation's review, because it shows the promise of coming up with specific measurable ways in which the New gTLD Program would improve those three dimensions. But we jumped in, head first, into that previous group that several of you were also on, and that was the working group that came up with definitions, metrics and target, pursuant to that Board Resolution, the Resolution of 2010.

I'm still involved now in one of the—I'm eager to see this through, because we will be able to document specifically how new gTLD's improved, and suggest ways they might even do better, not only in the current round, but in the next round. Thank you.

Larisa Gurnick: Thank you very much. Umit? Perhaps one of the people having challenges with being heard, and we apologize for that. I know Charla is working on fixing the problem. And it looks like if you're able to dial into the Adobe room; that might rectify the situation. Or if you can provide a number to be dialed out, we will make sure to dial—have the operator dial you out.

                    Charla, do you have an update on that?

Charla Shambley: I'm actually working with IT right now.

Larisa Gurnick: Great. Thank you very much. Once again, our apologies for those of you that are not able to be heard. Brian, going back to the beginning of the list; are you able to say a few words now?

Brian Beckham: Yeah. My name is Brian Beckham. I'm the Head of Legal Policy at Valideus. We are a company that's consulting with new gTLD applicants, and that includes 120 applications. Primarily our applicants are Dot Brands, and I think this is an area that's very important, because our clients have applied for particular reasons, mainly building trust around their brands in the online space and in particular in Middle East (ph) South East. So we feel like it's very important that the appropriate metrics are set to measure what is the success of this program. And I agree with the positions of Steve and Jonathan, that really at the end of the day that means that consumers can just (inaudible) to that same business online subsequently.

Larisa Gurnick:	Thank you very much, Brian. Christa, are you able to say a few words now?
Christa Taylor:	I am.
Larisa Gurnick:	Okay.
Christa Taylor:	I'm Christa from Vancouver, Canada. My interest for joining is to help ensure that the next rounds are measuring the right metrics, to ensure that going forward we are measuring the right things, and that applicants have the data or the knowledge, or the report on those metrics to ensure that it's representative of reality, and they understand the implications to everything; so by measuring the right ones. We have the best effect on that. So that's my primary reason for joining. And I work with a bunch of different new gTLD clients on their applications, their CQs from brands to generics, to closed generics, I guess. So that's why I'm here.
Larisa Gurnick:	Thank you, Christa. Christopher, I understand you are able to speak now. Please?
Christopher Wilkinson:	So it would seem. Good evening everybody. This is Christopher Wilkinson; I'm speaking to you for Belgium. As you may hear, I'm British. I was involved with the negotiation with the White House and the NTIA in 1996-'97, leading up to the creation of ICANN, and particularly to the original aspects of Competition Policy as applied by ICANN to the Legacy Domain Name system that we inherited in those days. I've been involved with the Internet in several different capacities during the past 15 years, and I'm naturally interested in where we go from here.
Larisa Gurnick:	Thank you very much. Anybody else that I previously called that wasn't able to speak that would like to introduce themselves now, please?
David Payne:	Hello. My name is David Payne (ph)--
Larisa Gurnick:	Please go ahead.
Ephraim Percy Kenyanito:	Can you hear me? Yes. I'm calling from Kenya. I did not get into the Adobe. I've had to dial out. I'm a law student from (Inaudible) based in Kenya, and I'm an author for Global Voices. My interest in the Group is mostly because I'm an end user of the Internet, and therefore I—we weren't going to go say this (ph)—advocacy of Global Voices, whereby employee with (inaudible)—of information; and of both Consumer Choice and Consumer Trust. Basically, I hope to learn a lot from each and every one of you. Thank you.
Larisa Gurnick:	Thank you very much. Anybody else on the line that we should introduce?
Yamoah Kwaku:	Yeah. Hello? Hello?
Larisa Gurnick:	Yes, please.
Yamoah Kwaku:	Hello, my name is Yamoah Kwaku from Ghana, West Africa. A Former Student (ph) Leader at (Inaudible). I read your personality, and I'm also an Internet user. And my interest of joining this (inaudible) is very important to know how Africa's laws in Internet nowadays can also get what we call value for money. Thank you.
Larisa Gurnick:	Thank you very much. Anybody else? (Inaudible)--
Michael Flynn:	Michael Flynn.
Larisa Gurnick:	Go ahead.

Michael Flynn: Oh, yes. I'm Michael Flynn. I'm a Consumer (ph) Policy Economist with over 25 years experience; a Director at Navigant Consulting. (Inaudible/audio skip) gTLD developed (inaudible/audio skip) in 2000, and we focus on the metrics proposed for measuring—the impact on competition in the new gTLDs, and want to bring the prospective of antitrust and efficient economics through the proposed metrics. The one—I sent a comment—an earlier draft of the proposal and (inaudible/audio skip) to follow through on that.

Larisa Gurnick: Thank you very much, and welcome. Anybody else, please?

Judy Song-Marshall: Hi there. It's Judy Song-Marshall. And I'm calling from Sterling, Virginia. I'm the Director of Marketing here at Neustar. We are an Information Services and Analytics Company with thousands of businesses worldwide, and of course one of our business lines is Registry Services. I'm here to participate, learn, grow, collaborate and for me to help, responsibly, move this program forward.

Larisa Gurnick: Thank you very much. Is there anybody else that we've missed?

Umit Turk: Hello? It's Umit Turk. I'm from Istanbul, Turkey. I'm working as a Developer in Internet Service Provider, perhaps to one of biggest companies in Turkey. It's the first time that I attend a working group related with ICANN. And so I just want to participate in the review process of decisions about Internet sub (ph) groups that are (inaudible). Thank you.

Larisa Gurnick: Thank you. Is there anybody else that we missed? And is there--

Michael Nelson: Hello. This is Michael Nelson in Washington, D.C. I work for Microsoft in the Technology Policy Group. I'm also a Professor of Internet Studies at Georgetown. And like Christopher Wilkinson, I've been involved with ICANN since—before it began. I was initially at the White House in the Clinton Administration, then at IBM. I've also been involved with the Internet Society for about 20 years. So I'm very eager to be part of this process and to provide a broad perspective on how we might tackle our (inaudible).

Unidentified Participant: What was your name again?

Michael Nelson: Michael R. Nelson. I've been working on various aspects of Internet Policy for about 25 years, and sometimes quite involved in ICANN, other times, not.

Larisa Gurnick: Thank you, Michael. Anybody else, please?

Carlton Samuels: Hi. Hi, this is Carlton Samuels. Are you hearing me?

Larisa Gurnick: Carlton, I'm not--

Carlton Samuels: Hello?

Larisa Gurnick: --a lot of feedback. But we can hear you. Go ahead.

Carlton Samuels: Okay. My name is Carlton Samuels. I am currently a member of the ALAC. I'm the Vice Chair of the ALAC, current ALAC. I have been involved in the ICANN processes since 2006. I am a part of this because we are very interested in seeing the metrics that we believe are appropriate for consumer interaction, collected as part of this process. I'm also here to hear other views and see how we can harmonize across the board.

Larisa Gurnick: Thank you very much.

Carlton Samuels: Thank you.

Larisa Gurnick: Anybody else?

Santiago Rodriguez Ortiz: Hi. Can you hear me?

Larisa Gurnick: Yes.

Santiago Rodriguez Ortiz: This is Santiago calling in from Columbia. I currently run an Internet company in Latin America. I used to work with the .SO Registry, and this is the first time I'm participating in an ICANN Group. I've been a member of ICANN for some years now, so it's currently very interesting, and I'm very happy to participate.

Larisa Gurnick: Thank you very much. Is there anybody else that we missed?

Okay. Thank you all very much. What a diverse group of participants. And thank you for making the time for this call today and for joining us.

Next, I'll turn this over to Margie, who is going to walk us through and provide a bit of overview in the mandate of this as well as the history. Margie?

Margie Milam: Thank you. Hi. Margie Milam. I'm in Strategic Initiatives Department. I work along with Larisa and Charla. And I wanted to provide you just a brief overview of what the mandate for the firm is.

As Steve DelBianco mentioned earlier, as part of the Affirmation of Commitments, ICANN is committed to promoting competition in Consumer Trust and Consumer Choice, and there will be a review that will be conducted (inaudible) after the new gTLDs are in operation, that will examine the extent to which the—the extent in the new gTLD's as promoted competition in Consumer Trust and Consumer Choice.

And so the work of this group is to really inform the review and to enable ICANN's ability to gather the data necessary for that, one is—the review teams, and being at the appropriate time it will have much—that information to evaluate and do their work.

And as Steve mentioned, this is—stand firm of Board Resolution back in December 2010, where the ICANN Board asked for input from the community on what the appropriate metrics should be gathered for this purpose. And so, the work of this group is to take at the work from the community, particularly the GNSO recommendations, and the At-Large recommendations.

But that's not the only work. There's also, in the Board Resolution, a request to look at any other inputs, such as historical data that might have been collected in the past with respect to the earlier rounds of gTLDs. There were some reports back in 2004, for example. And then also, once that work is done, to reach out to the GNSO and to ALAC in the event that the recommendations differ from the recommendations that came from both of those two groups, so that there's an expectation of the consultation there.

And then finally, when that was concluded that the—I have the (inaudible) said that metrics should be for ICANN to be used for this process.

And so as part of this work, you'll be looking at specific questions that the Board requested input on. Such as, evaluating the feasibility and utility and cost effectiveness of the recommendations for conducting—for full use in the review in the future, and really taking a look at whether the input that comes from those metrics would answer the questions that the review was meant to address.

And so, I think that's essentially it. A lot of materials were posted with respect to the announcement, and when we talk about work to be done in the future, for those of you that will be in Buenos Aires, we'll actually have a session that will go in more details with respect to each of the proposals.

And so, Larisa, I'll hand it back to you.

Larisa Gurnick: Thank you, Margie. Margie has already touched on several parts of the process. Given that we are talking about metrics, I thought that it would be useful for you to know that there are 70 metrics that were proposed in total, 47 GNSO submitted metrics; 23 ALAC submitted metrics. So as we reference the work to be done in the specific metrics that had been proposed, that is in fact what we are referring to.

And I also wanted to touch on the fact that, as part of the process, staff has begun analyzing and evaluating each of these 70 metrics that have been proposed by the GNSO and the ALAC. And at the Buenos Aires presentation there will be more information shared as to the work that staff is doing, the framework, the approach and such. So there will be more information provided at that time.

As for the timeline, very high-level timeline, we plan to spend the next two months organizing and planning for the substantive work that will take place by January through May, which will involve all the steps that Margie touched upon. Research, analyze, consult with staff, community, and such, regarding the feasibility and the value and cost effectiveness of the proposed metrics; and with the last two months of this timeline being reserved for drafting the recommendations, conducting a Public Comment Form, consultations with the community and such; with the ultimate objective of finalizing recommendations in July 2014.

Now I'd like to talk about several administrative matters. In terms of the leadership for this organization—or for this group; we will have more discussions and address the leadership matters at the Buenos Aires Meeting. Also, some of you had already submitted Statements of Interest while others have not. So, on the Wiki, on the public Wiki, that all of you have access to, we will have a Statement of Interest form available to be completed for those of you that haven't completed one yet. And those of you that already have Statements of Interest filed with ICANN you can simply just provide us with a link so that that information is available to everybody in this group.

IAG/CCT Wiki will be our central communication and organizing mechanism, and despite some of the earlier challenges that several of you have had in accessing the Wiki, we hope that all access and concentrates have been cleared up. But if any of you still have challenges accessing the Wiki, please let myself or Charla know. All the members of the group have full access and concentrates so you're able to view and add any material you wish.

The email list that has been set up for this group is also displayed on the screen, and all the members, all the 39 members, as well as the staff supporting the work of this group, are a part of this list.

In terms of conference calls, the frequency and duration, it will probably make more sense to develop a sub-schedule when the leadership of this group is in place. But to start we would like to propose to have one call scheduled in December and a Doodle poll will be launched similar to the way it was done for this call to determine the time—a date and time that would be suitable for the largest number of people in this group.

Also, I would like to call everybody's attention to the fact that there will be an upcoming event, a briefing at ICANN 48 in Buenos Aires, which will be on Wednesday, 20th of November at 16:00 (ph) Argentinean time, local time in Buenos Aires, and remote participation—full remote participation will be available for those of you that will not be attending the meeting in person.

Also, I'd like to call your attention to a variety of reference materials, most of which are already posted on the Wiki, various documents have also been linked in public

announcements, but certainly for those of you that are relatively new and would like to spend some time becoming more familiar with the documents that have been mentioned in this presentation. There's the affirmation of commitments. The GNSO Consumer Metrics Advice Letter and various others that you see on the screen, and links to all these documents, as I said, will be available—are available right now in the Wiki.

At this point, I would like to open up the floor for questions. Anybody that has comments or questions, please, we welcome your input now. Those of you that are in the Adobe room, if you wish to raise your hand, and I see Evan.

Evan Leibovitch:	Hi, there. This is for the record, I wanted to just ask, did you need us to put a link to Statements of Interest into the Wiki, or will you do that? Or, how do you want that to be handled? I have an SOI from ALAC and another from GNSO?
Larisa Gurnick:	Thank you, Evan. Yes. We will set up a table on the Wiki to put those links in. So the mechanics of it will be worked out, but thank you very much, we'll make sure that we link to your Statements of Interest.
Evan Leibovitch:	Thank you.
Larisa Gurnick:	Christopher, do you have a question or comment?
Christopher Wilkinson:	Just to comment about the Chair and the leadership of—I think it's the most important that the Chair of the leadership—and other leaderships should be as neutral as possible. There are very strong commercial competitor and anti-competitive interests in this field, and we need to be sure that the work of this working group proceeds as—in a balanced and transparent manner.
Unidentified Participant:	I agree.
Larisa Gurnick:	Thank you very much.
Artur Piechocki:	Hello. This is Artur from Warsaw, (Inaudible). Can you hear me now?
Larisa Gurnick:	Yes. We can.
Artur Piechocki:	Okay. I tried to talk a few times, but probably nobody heard me. So I joined at the beginning of this phone call, but then I couldn't be heard, probably, so let me introduce myself right now.

I'm a Lawyer—Attorney-at-Law and I specialize in Consumer Protection and ICT, and Competition Protection, and fighting against unfair competition in Poland. And I used to be Head of Domain Name Department of Voice Registry (ph). And I was attending ICANN meetings for 10 years, or 12 years, I don't remember already; since 2000, of course I remember.

And if I may say something about—what I would like to add to what already was said. From my point of view, it would be useful if we try to separate two issues. One is consumer protection, and second is—or in general, consumers issues. And second issue concerns competition, so if we can split (ph) these things, and to work on them separately, I think it would be better idea, because to work on them jointly it would be more difficult, from my perspective as a lawyer. So that's my idea, and I don't know whether it's the right moment to say this, but that's my recommendations. Thank you. |
| Larisa Gurnick: | Thank you very much. Evan and Christopher, you still have your hands on. Evan, do you have another comment? Okay. Thank you.

Margie? |

Margie Milam:	Yes. Thank you. Thank you for those observations. We will, in Buenos Aires, have part of the—time to talk about how to set up a leadership, and the work plan going forward. It's been very effective to have sub-teams within a group, especially given the number of metrics that we've been looking at. The proposals, to divide the up by subjects, it's not a—it might be an efficient way of doing that, and so I think that that's something that we could work further in our face-to-face meeting in Buenos Aires. And at that time we can, kind of, get a better sense of the best leadership structure for the group. Thank you.
Larisa Gurnick:	Thank you, Margie. Ron, please?
Ron Andruff:	Thank you very much. I'm just wondering about the election process for Chairs, Vice Chairs, and so forth, and I'm wondering if we may want to be doing that in the face-to-face meeting, or do you have anticipation of doing it today? I'm just wondering how that—what's the anticipated procedure for that? Thank you.
Larisa Gurnick:	Thank you, Ron. It was our intention to prepare more information for that process, and conduct it during the Buenos Aires Meeting.
Ron Andruff:	Thank you.
Larisa Gurnick:	I see that there's a question from Phil in the Chat. Adobe has your SOI from your participation in the GNSO, or doing it to write?

If you've already completed the SOI, we will make sure to link to it, but you will not need to complete it again. Thank you very much.

Ray, please? |
| Ray Fassett: | Thank you. Ray Fassett. Just a clarification, the next meeting of the group will be in Buenos Aires, and I assume an agenda would be for that meeting, even if loose, will be provided to the group prior to that. |
| Larisa Gurnick: | Yes. Absolutely. And there is a link already in Wiki to the meeting which doesn't provide a detailed agenda, but talks about the topics that will be covered, which will—and I'm happy to go over them now.

It will be a more in-depth discussion of the GNSO and the ALAC metrics that have been proposed, including, we will hear from several of you that were a part of that process, so that you can provide appropriate contacts to the group as to how those metrics were proposed and what the thought process was. As well as there will be an update on the work that staff has been doing, and how staff has been approaching the process of analyzing and evaluating some of these metrics. And of course we will be reviewing and addressing the leadership questions that have already been mentioned today.

Evan, please? |
| Evan Leibovitch: | Thank you. I made a mention of something on the Chat, and something that I find a little disconcerting, at least based on the membership of the group as we have it right now. It is heavily American, Canadian and European centric. I'm delighted that—to hear that we have some participants from Columbia and Ghana and Turkey, but I'm really concerned about the fact, we have no participation from BRIC, we have no participation from the Middle East.

Outside Turkey, we have very, very little participation from some of the areas where the heaviest concentrations of end users are—well, we have very good representation from those people that are creating gTLDs, and those that are servicing them, and those that |

are selling them. We need to have, I think, much representation from the global end user community for this effort to really have the kind of public benefit that it is envisioning.

I'd like to find out what actions are being considered to try to outreach to make this team a little bit more globally inclusive. Thanks.

Larisa Gurnick: Thank you, Evan. Steve?

Steve DelBianco: Thanks. Steve DelBianco. Margie, Charla and Larisa mentioned that staff had been doing some analysis, the metrics we came up with on the previous working group, would be an aspect to see the analysis that staff has done before we meet in Buenos Aires, so we can discuss it rather (inaudible). Do you think you can provide it before we get to Buenos Aires?

Larisa Gurnick: Steve, this is Larisa, in response to your question. Staff is still in the process of doing that analysis, and what our plan is for the Buenos Aires Meeting is to provide some overview as to the approach and the methodology and the progress to date that staff has had, and we'll be able to do that at the Buenos Aires Meeting; but in terms of concrete work, summarizing all of the assessments from the staff that will be forthcoming later.

Steve DelBianco: Hmm--

Larisa Gurnick: Evan, do you still have a question?

Evan Leibovitch: No. Sorry, there's--

Larisa Gurnick: Okay. No problem.

Evan Leibovitch: Well, does anyone have a response to me?

Margie Milam: This is Margie. We have a very broad call for volunteers, and the group is still open, so it's certainly possible to bring in more perspectives to the others who are interested from the regions that you've identified.

Evan Leibovitch: Yeah. I'm simply making the case that this may be a field in which it may be just a— more than a matter of allowing people to self-select, and that where ICANN maybe ought to do some proactive outreach to make sure that we do get that kind of broad link. If it's just a matter of sitting back and waiting for people to show up, well, those people already know where to find us. And like I said, that has some really significant consequences if we are trying to sell this as a global attempt to measure confidence. Thanks.

Margie Milam: Thank you, Evan. We'll consider whether you can get some of the global engagements in the regions, reach out to their colleagues (ph) that is a role, and see if we can try to attempt the coverage.

Larisa Gurnick: Thank you, Margie. Jonathan?

Jonathan Zuck: Thank you. Jonathan Zuck here. I think Evan raised an interesting point because a lot of the issues about consumer trust and confidence might be cultural in nature. I guess the only counterpoint to that is that I don't know if we'll find the master kit that we need around the world to participate in this process for eight months. I wonder if there's a third way that involves making it a part of this group's leanness (ph) to do some research or focus groups, or find a way to proactively reach out to get people's opinions in different places about what matters to them, and where their confidence lies, et cetera, and get that information in a usable form, somehow, without requiring people to sign up for an eight-month hat in order to provide their input. It's just a thought that occurred to me in listening to Evan.

Larisa Gurnick:	Thank you, Jonathan. Good thought, good idea, we'll take that one down. Yes, please, the next on the list is—I'm not sure what the name is again, I-S shows up in the Participant Name.
Unidentified Participant:	(Inaudible). Hello?
Larisa Gurnick:	Please go ahead.
Unidentified Participant:	Yes. Well, my question is brief. Will there be any remote access for Pakistan who are not going to be in Buenos Aires? That's my question.
Larisa Gurnick:	I'm sorry. Could you repeat your question?
Unidentified Participant:	I said to you, is there any remote access for Pakistan, who are not going to be in Buenos Aires, in Argentina for the participation?
Larisa Gurnick:	Oh, yes--
Unidentified Participant:	And remote access during the 21st meeting?
Larisa Gurnick:	Yes. There will be full remote participation available for the meeting in Buenos Aires. I know that that was a question that someone else had in the Chat.
Unidentified Participant:	Okay. Thank you very much.
Larisa Gurnick:	Thank you. Next is Brian.
Brian Beckham:	Brian, here. Thank you. I think does raise a good question, and admittedly I don't know a whole lot about the At-Large, but as I understand, it's meant to be—the group within the ICANN that represents global Internet users, I wonder if there might be existing admin (ph) within the At-Large structure that admin might be able to tap in to support that goal of broader inclusiveness within this group.
Evan Leibovitch:	I'm happy to answer, if that's okay?
Larisa Gurnick:	Please.
Evan Leibovitch:	Well, the answer that is absolutely. The very structure--
Larisa Gurnick:	Could you please identify yourself. I'm sorry.
Evan Leibovitch:	Oh, sorry. This is Evan. I'm sorry.
Larisa Gurnick:	Thank you.
Evan Leibovitch:	And so the answer is, does—the answer to the question is, does that infrastructure exist as the ability to do that kind of global outreach exist? I'll say the answer is, absolutely. And there's a concept of regional At-Large structures, regional organizations. A the Buenos Aires Meeting we are going to have people from every region, so there is a way to do that kind of outreach—active outreach if it's desired by this group. So that we could design some kind of specific engagement to take initiatives by this group, push them out to the At-Large structures, and try and have some active global engagement in that way, so that facility does exist. Just so the details of that kind of thing would need to be worked out, but the capability is certainly there. Thank you.
Larisa Gurnick:	Thank you, Evan. CW? I'm not sure if that's Christopher?

Christopher Wilkinson:	Yeah. I had to log on again because I lost the page, so you're going to have to be used to CW, because Wilkinson is a little bit long to type every time. I think most of what I wanted to say has been said. We need more balance of—we have rather a large group, which has already self-selected itself to be a rather small group on this call. And the results which will be scrutinized by all the communities and the GAC and he Board, will have to be credible on the basis of a balanced and professionally sound—and informed of input; because if this group becomes a struggle between alternative lobbies within the ICANN system, it will lose credibility.
	So I think ICANN must proactively ensure that there is a tangible and visible balance, professionally, geographically, in terms of economic interests. And as I said earlier, of the leadership that will have to be economically neutral. No expressed interests in the outcome in the leadership please. Thank you.
Larisa Gurnick:	Thank you, Christopher. Margie?
Margie Milam:	Yes. This is Margie. A couple points. With regard to the outreach, in addition to what I mentioned earlier, I think we need to take advantage of public's comments process, and also to address the point that it may be difficult to find people who are willing to devote the amount of time necessary to institute this kind of work, and then try to be targeted in our public comments to try to reach those communities that may not be fully represented within the group. That's something that's specific about it, and we can talk about that some more in Buenos Aires.
	The other point I wanted to raise about the question with regards to the staff analysis. I just wanted to share a little bit of background on what is going on at our end; since the Board Resolution calls for staff analysis on the metrics.
	We are doing a very detailed analysis, as Larisa mentioned, for every metric. To look at it to see whether we understand it, how it should be implemented. What are the issues? And what we'll share in Buenos Aires is essentially the –you'll see the format of what our analysis is going to look like.
	Not the actual answers to each 72 metrics, but that's a part of—you know, it takes time, and involves many, many departments, and through the cost departmental effort within ICANN; but the framework for the questions that we are trying to answer so that we have information that is useful for you all, is what you'll see in Buenos Aires, and so hopefully that will help. At least you'll understand what type of analysis we are doing with each of these metrics.
Larisa Gurnick:	Thank you, Margie. Michael Nelson, please?
Michael Nelson:	Yes. Michael Nelson from Microsoft. I agree with the comments made about maintaining balance, and ensuring that this isn't a group that's entire dominated by people who are seeking GTL—new gTLDs, or people who don't want there to be very many new gTLDs. It is hard to get users—the average user engaged and it's impossible to get people who have no economic interests. I mean, all of us have some economic interests here, but it may be helpful to get more companies like my own, who have a number of different economic interests, and whose overarching economic interest is to make sure the Internet works well for our customers.
	I'm not here because we've applied for a few new domain names, I'm here because we don't want our customers having major problems going forward, and I'm struck by the fact that we don't have a lot of the big companies who are on the user end. And we don't have any government representative, do we? The governments are big users too.

So as our outreach we might not just focus on the user representative and think, instead, about the companies who work with all the users and have to keep them happy in order to profitable.

Larisa Gurnick: Thank you, Michael.

Unidentified Participant: (Inaudible) for years on that score.

Larisa Gurnick: Evan?

Evan Leibovitch: Hi. Michael, this is Evan speaking. Michael, I would have to respectfully disagree. There's a significant component within ICANN that almost by definition includes people that are not financially interested in the outcomes. That is ICANN, At-Large. Yes, there are some people within At-Large that do wear multiple hats, but I'd say you're going to find that the vast preponderance of people that are involved, myself included, are people that do not a financial interest.

We happen to be here, to use the term earlier, partly because we are masochists, and partly because we have an interest in end user engagement. So I don't think it's as hard to find people that are financially disinterested as you think, it's just a matter of bringing them out into the forum and making sure that they are heard, without going into larger ICANN issues. Getting the voice of non-interested parties heard within ICANN sometimes is a challenge, but when it's asked for, it always shows up. Thanks.

Larisa Gurnick: Thank you, Evan. Michael, would you like to make another comment? I see your hand is still up.

Michael Nelson: Oh. Sorry, I did not take my hand down. I guess we have a different definition of what an economic interest is, but I think—I don't think anybody on this call doesn't have some—will not have some benefits from having the system work right.

Larisa Gurnick: Thank you.

David Stuckman: I have a question.

Larisa Gurnick: Please, go ahead.

David Stuckman: My name is David Stuckman, I'm from Kansas, middle (ph) United States. This will be my first ICANN episode. I actually had to get a hotel off the venue because I just got my ticket. So the question is how difficult is it going to be for me? Will there be a packet that I can just—when I go into the meeting? And I am probably the most unbiased person, because I'm just a small businessman, which is one domain, but I have a lot of friends, and a lot of business people that are concerned about the ICANN, and they are going to be asking me questions, and I told them that I would, maybe, have an answer for them after this meeting, now I'm going to probably say I'll have an answer after Buenos Aires. And, yeah, there's a lot of concerns out there, and I am surprised that we don't have more diversified members in this committee as in my (inaudible). Now I'll go to mute.

Larisa Gurnick: Thank you, David. I think the first part of your question was, whether there will be a packet for you in Buenos Aires, and it sounds like this will be your first ICANN meeting, so there's a variety of information available for newcomers at an ICANN meeting, and I'll be happy to send you more information on that offline.

David Stuckman: Thank you.

Larisa Gurnick: Well, we are nearing the end of our time. Seeing that there are no more questions, I'd like to, once again, welcome you all, thank you for your participation, and look forward to the

next meeting in Buenos Aires. And in the meantime we'll be sharing more information with the list in preparation for that. Thank you very much.