UNKNOWN SPEAKER: Hi, thanks for joining us. [CROSSTALK] Okay, Laureen is right next to the phone so you should be able to hear her.

LAUREEN KAPIN: Okay. So, we can't get our sheep up. Okay, do people, are people able to see the worksheet on their screens, by any chance?

UNKNOWN SPEAKER: On the Wiki, because I've just [inaudible], I'm not sure where your stuff is.

LAUREEN KAPIN: Is there an Adobe Connect that's running for us now or no?

UNKNOWN SPEAKER: I can get you one.

LAUREEN KAPIN: What's the easiest way for us to access the, our worksheet?

UNKNOWN SPEAKER: It's on the Wiki.

LAUREEN KAPIN: It's on the Wiki.

UNKNOWN SPEAKER: I'll circulate the link.

UNKNOWN SPEAKER: Just circulate the link.

UNKNOWN SPEAKER: Yeah.

CARLOS RAUL GUTIERREZ: I feel like I've spent more time [inaudible] in the last period. [LAUGHTER AND CROSSTALK]

Did that get recorded?

UNKNOWN SPEAKER: Actually yes.

UNKNOWN SPEAKER: For the record, that's Carlos. [LAUGHTER]

UNKNOWN SPEAKER: If you are not trouble, get yourself a lawyer. You will have… [LAUGHTER]

UNKNOWN SPEAKER: So you're going to put the link of the Wiki in the chat so we can open it?

UNKNOWN SPEAKER: [You can open?] the document. [CROSSTALK]

LAUREEN KAPIN: I can't access my work in my computer unless I go through…

UNKNOWN SPEAKER: …just use mine.

LAUREEN KAPIN: Well actually, here. Why don't you just get me [inaudible]…

CALVIN BROWNE: Hello?

Hello?

UNKNOWN SPEAKER: Is that Calvin? [CROSSTALK]

LAUREEN KAPIN: Okay. So maybe it would just be helpful for Calvin if we can just actually all identify ourselves in the room, and then we can get started. So this is Laureen from the Federal Trade Commission, Laureen Kapin. Karen, do you want to…?

KAREN LUNTZ: Karen Luntz from ICANN staff.

GAO MOSWEU: Hi Calvin. Gao here from [inaudible]…

PAMELA: Pamela from ICANN staff.

UNKNOWN SPEAKER: [Inaudible] from ICANN staff.

DAVID TAYLOR: David Taylor, not ICANN staff.

DREW BAGLEY: Drew Bagley from the [inaudible]…

CARLTON SAMUELS: Carlton Samuels.

CARLOS RAUL GUTIERREZ: Carlos Gutierrez.

LAUREEN KAPIN: Great.

UNKNOWN SPEAKER: [Inaudible]

UNKNOWN SPEAKER: The email with the attachment [CROSSTALK]…

UNKNOWN SPEAKER: If you go on the Wiki under [inaudible]… [CROSSTALK]

LAUREEN KAPIN: Is everyone able to access it? Is everyone able to see the document? If you're not, just let us know because we'll wait.

CALVIN BROWNE: I just, yeah. I'm getting the document myself. I just wanted to find out, did you mention that you're putting together an Adobe Connect for us?

LAUREEN KAPIN: No.

CALVIN BROWNE: Okay, all right. That's fine. I need to, in about 10 minutes time, just pop out for about 15 minutes. I need to get my daughter from school. And I'll, I'm not too sure how to get connected again after that. Hello?

UNKNOWN SPEAKER: You can just let us know when you're back. Can you email us or text? I know you… Are you on Skype? Can you Skype messages?

CALVIN BROWNE: I can Skype here.

UNKNOWN SPEAKER: Okay and then we can call you back, or did he call us or did we call him?

UNKNOWN SPEAKER: I called him.

I can call you back Calvin, no problem.

UNKNOWN SPEAKER: Just let us know when you're… Yeah.

CALVIN BROWNE: Okay, just to, who should I Skype then or email?

UNKNOWN SPEAKER: You can Skype either Pamela Smith or you can Skype Alissa and she will tell us, and I'll tell her what's going on, because you've already got her Skype contact.

CALVIN BROWNE: No, I don't.

UNKNOWN SPEAKER: Oh, I'm sorry. I thought you did.

UNKNOWN SPEAKER: Calvin, I'll just, I'll send you an email, don't worry about it.

CALVIN BROWNE: Okay, that's great. Okay.

LAUREEN KAPIN: Okay. Good. So sorry for all of the technical challenges.

UNKNOWN SPEAKER: [Inaudible], March 2016 brainstorming document?

UNKNOWN SPEAKER: That's the most recent version, yes.

LAUREEN KAPIN: So it will be version three. It will have [CROSSTALK]. Yes. Is everyone on the same page? Yes? Good. So, my second question is, has everyone had a chance to look this over? Because there were some exchanges, I believe, between Jamie, who isn't here right now, and Gao. And I thought it would be good to at least go over, so over this document, to make sure that we're in agreement on what is contained

here and whether we need to add anything, whether we need to adjust anything.

UNKNOWN SPEAKER: I'm not there yet [CROSSTALK]…

I'm trying to find it in the Wiki.

LAUREEN KAPIN: Alice is coming to your aide, as she always will.

UNKNOWN SPEAKER: It's not in my email. You just sent one?

UNKNOWN SPEAKER: Yeah.

UNKNOWN SPEAKER: Right now?

UNKNOWN SPEAKER: Update.

UNKNOWN SPEAKER: Okay. Sorry. [CROSSTALK]

CALVIN BROWNE: Okay, I'm not sure if I'm still online now. I just hear blank space.

Am I'm still here? I can't hear anything but blank air.

LAUREEN KAPIN: So, does everyone have this document up then now? Yes? Yes? Okay, good. Okay. So, why don't we just start going over it? Because just at a high level, our goals for these breakout sessions are really to come to agreement on what issues we want to grapple with as part of this subgroup, and identify issues for further research, and I'm particularly going to emphasize if there are special issues we want to focus on in connection with our developing world issues, that's something we should be thinking about now, especially to the extent that it's going to require more research.

So, with that said, let's go over this list and then let's think about further issues for research. Does that sound good? Okay.

So, we had talked about consumer and end user behavior, whether folks can safely navigate to a domain name. And just for the record again, this is Laureen. And I'm going to try and be good about reminding everyone to identify themselves and maybe [inaudible] to identify myself.

We also talked about whether consumers can safely use the domain names. And then the edit here is, under a sub-point, are new gTLDs more or less likely to point to safe content, [inaudible] phishing. And then we have developing countries confidence of the new gTLD

application process is fair, trusting the process, and adequate access to assistance.

Do you have any comments or additions to those issues? Do we want to break them down any further? Identify yourself.

DREW BAGLEY: This is Drew Bagley. [Inaudible] have some comments that I don't believe I have had a chance to integrate. Back and forth integrated everything up until his last email. And so, going over that initial list, [inaudible] when we're talking about navigation, [inaudible] of the terminology [inaudible] [content].

He said it seems very broad and potentially [inaudible] DNS. So yes, for example, [inaudible]… prescribed pharmacies, the pharmaceuticals, the legitimate pharmacies in Canada that ships to the U.S. Online music and movie content. He said perhaps, if [inaudible] content [inaudible] malware and spam.

What I'm thinking is perhaps we can say something a little less specific, but not too restricted but maybe more accurate and say something about, something to do with operations because that is what we're concerned about, I think, with this would be malware, phishing, [inaudible] would be a few things that can go into this.

So maybe we should change that terminology. Does anybody have any thoughts on that? [CROSSTALK]

CARLTON SAMUELS: This is Carlton Samuels for the record. You're quite right that it was intended to look at things like malware and phishing. And so we, if you notice in parenthesis there, you see now. If you think we should be a little bit more expanse on that, sure we'll provide the verbiage because it's useful. That would be good.

LAUREEN KAPIN: So this is Laureen again. I have two observations. One is to thank Drew for so gallantly taking up and being very specific to share the position that was a little contrary to your position. And second, to pose a more substantive question which is, safe content, I think, was a deliberately, was a deliberate choice to get at the public's experience once they get to a site.

And I think the real issue that Jamie is raising, and you are also getting at Drew is, are we only talking about operational issues? And borrowing your phrase, i.e. the malware, phishing, bot nets, etc. Or are we talking about something broader, which moves to the public's experience at these sites, which I'm not sure we go so far as, you know, are they going to site hawking counterfeit goods? Or are they going to counterfeit sites which might be an IP issue?

Or are they going to a scammer dot bank and thinking that there may actually be a real bank with that name? these are different concepts, and I think at on a broad level, this is at, I think Jamie's question is asking, are we just talking about operations? Or are we talking about something broader?

And if we're talking about something broader, where do we draw the line? So I thought it would be useful to talk about that.

CARLTON SAMUELS: This is Carlton again for the record. I think we were talking about the domain name system, and the things that we can actually do very good solid [inaudible] measure it. So we're talking about counterfeit sites, I think is more counterfeit sites that we want to look at. That was my understanding of why we based it that way.

DREW BAGLEY: This is Drew Bagley speaking again. And I think perhaps a way to look at it would be, we were looking at contracted parties at the end of the day. And we're looking at, first of all, you know, registries [inaudible] process, [inaudible] by that term in order to run a registry, and then the registrars [inaudible] can contractually, and looking at that, we do see terminology regarding malware, phishing, high volume spam.

And so perhaps at a minimum we can do that, or maybe we can put that out into a separate thing, and then we can look at the intellectual property issues perhaps of at least the domain name itself, because it might be out of our purview to go beyond that. Whereas anything related to the intellectual property, this is [inaudible] site with the malware issues on a site that a domain name points to, can still be within our scope because of the fact that these registries and registrars must have some sort of anti-abuse policies that they must all [inaudible]…

So I think that would be a way to break it up and [inaudible]…

LAUREEN KAPIN: Do you perhaps want to suggest some language there? Something to think about? And I see that Carlos also has a comment. Carlos.

CARLOS RAUL GUTIERREZ: Yes please. This is Carlos. I want to go back to your first question, and remember that we're talking about the expansion of the TLD space. So your first question on developing countries before we go to registries and registrars, is to talk about applicants, the number or the lack of applicants from developing countries.

I think this is very important. The second is on the line, you put trademark. Drew already said that we don't speak about trademarks, we speak about intellectual property. And we should talk about intellectual property as well as regulated sectors, because we were talking about counterfeit, and pharmacy, and so on. It should be intellectual property, regulated sectors, and other issues.

And under other issues, what I totally miss here is the IDNs, and the impact of the IDNs in everything what you said already and is on the list, we have to revise again for the IDNs. If the expansion into new scripts will be exactly the same problem, or increase the problem.

When we start looking at the increase of problems, the delegation of country, two letter country codes at the second level, it's particularly worrying in terms of brands which is trademark. That is a trademark.

So what we are talking about this, about the [inaudible], about the change, introduced by the extension.

I think the list is very good in terms of the problems we have today, before expansion, and we have to like add an axis, developing countries, applicants, new regulator sectors, IDNs. Everything that the expansion brought about.

LAUREEN KAPIN: …raised a lot of different issues. One comment. And I'm just trying to figure, what I'm just trying to figure out just organizationally is whether we should be creating a separate topic that basically asks us to apply all of these other issues to IDNs, i.e. how do IDNs effect consumer and end user behavior, or whether you see that issue, and I'm just talking about IDNs now rather than your other issues.

Or whether that issue falls under one of our existing issues. I just want to figure out the best place to capture that, just as we think about our list of issues on this document.

CARLTON SAMUELS: I just want to be aware that we might be discussing today only one axis, the list [inaudible], and in further meetings we well might have to expand it.

LAUREEN KAPIN: Absolutely. Yeah, this is not fixed.

CARLTON SAMUELS: Right now, it's a little bit mixed list. It has some issues that seems to be the new ones, but also the list of the others. As long as we say okay, this is a checklist of all existing issues, and we will expand it in the future to the expansion, I'm fine. I just want that clear, or that we put a title in the list that said, okay, this is a check list of issues and we will develop in the next step to the expansion.

Because otherwise the conversation, you know, jumps from one to the other one.

LAUREEN KAPIN: Right. And that's what I'm concerned about also. So I see this is an evolving product, you know, that this list will evolve as we, you know, as we continue to have conversations. But for now, what I want to try and figure out is what this list is going to look like.

CARLTON SAMUELS: This is Carlton for the record. I'm following upon Carlos's suggestion. And we had a, on the confusion, we had [inaudible] legacy gTLDs, expanding that a little bit because IDNs do not exist in legacy. Maybe as a placeholder, we can add a bullet there for IDNs, to see whether or not the addition of IDNs, the expanded scope of the problem. Are you following me?

LAUREEN KAPIN: So you're seeing that as an issue that is going to fall under confusion.

CARLTON SAMUELS: Yes.

LAUREEN KAPIN: That's what I'm hearing.

CARLTON SAMUELS: Yes, and I think perhaps we could view that in there.

LAUREEN KAPIN: Okay, and that would be confusion onto consumer trust. And so I'm just noting this. Okay. Thank you Carlton. I think that's very helpful just to kind of figure out, for now, where things are looking [inaudible]…

DREW BAGLEY: This is Drew Bagley. And I just wanted to echo Carlton's suggestion, in part because something unique to IDNs or [inaudible] attacks, where [CROSSTALK] you can have Latin letters, and you can have one Cyrillic letter, for example [CROSSTALK] the Latin letter, inside the word?

CARLTON SAMUELS: Yes.

DREW BAGLEY: So you think you're going to PayPal, but instead of a Latin A, you'll get a Cyrillic A?

LAUREEN KAPIN: Okay. So yet another way for scammers to lure you to their evil lair.

DREW BAGLEY: With the addition of the IDNs beyond other issues we're looking at.

LAUREEN KAPIN: Okay. [CROSSTALK] And it's not only confusion, it's heightened risk.

CARLTON SAMUELS: Correct. I was, from one of my colleagues who pointed it out, several, probably two years ago, how this might change. Garth has been saying this for quite some time, this transpositions, so that might play out in the expanding the scope. It increases the surface area for attack.

LAUREEN KAPIN: That's a great way to put it, Carlton.

CARLTON SAMUELS: And the scope of… Is it hot in here or is just me?

LAUREEN KAPIN: It's hot. Yes, you're next. Karen.

KAREN LUNDS:	Karen Lunds. Just on the [inaudible] attack, [inaudible]… That was, I don't remember how many years ago when it was, you know, kind of a big thing, but there are scripts, there are implementation guidelines now at the second level, that prohibit mixing of strings.
	So the registry couldn't [inaudible] a domain name now that they found useful, in compliance of those guidelines.
LAUREEN KAPIN:	That's helpful, thank you Karen. So just to recap, since we've… This is Laureen again. Since we've had a little bit of a freewheeling discussion on, I'll say, a lot of different topics. Because no one has the document up and no one seems to be taking notes on this other than me, I think we're going to need to go back to this document to edit it again.
	And I'm just trying to figure out the best way to do that, since we don't have it up in real time. So, what I'm going to suggest is that, is there a way to do…? If I can't talk and take, I can't talk and edit the document at the same time. Is there a way to pull it up so that we can…?
	And if we can call it version four please.
UNKNOWN SPEAKER:	I think if we just an introduction, introductory statement that we're looking at this list, it would help a lot. I don't mean now to re-draft it altogether, but a small introduction. This is the checklist of all problems, and we'll…

LARUEN KAPIN: Right. I'm weary about using the phrase checklist, because that to me, it's extended, precise. And I think this is much more, but of a broad, like an overview.

UNKNOWN SPEAKER: Sounds better than saying this is the first action so this is one-sided, I was looking for something, the preliminary….

LAUREN KAPIN: Yeah, that's fine. I think preliminary brainstorming…

UNKNOWN SPEAKER: …further aspects…

LAUREN KAPIN: Yeah. Preliminary brainstorming on scope of, you know, consumer trust safeguards review. How does that sound?

UNKNOWN SPEAKER: That sounds great.

LAUREN KAPIN: David.

DAVID: This is David for the record. I wasn't in the group when you were going through this before, so you may already covered this. But when we talked about consumer end use behavior, under safe content, the thought to have there was, with the new gTLDs, we've got the now descriptive [inaudible] dot [inaudible] dot film.

On a consumer end user, I would have said there was an expectation that you go to a dot bike to find something out about bikes, and dot films to find something out about films. That's changed from the dot com, the dot net, the dot org. And so I think it's a shift, and that should be a factor considering, which we may be considering, but it seems to be fit in maybe with this consumer end use behavior topic at the top, because of those TLDs may be open, some of them may have time to demonstrate something.

And there is requirements in there that may not be enforced. That's where we've got an angle there which probably will be considering. So I don't know where that fits, or if it's a different issue to safe content, which seems to me to be an issue, which you might have already discussed and concluded somewhere else.

LAUREEN KAPIN: No. Thank you David. I think that's an excellent point. I think we've discussed that issue just this list doesn't delve into it as specifically as that.

I'm not sure Calvin is still on the line. He dropped? Okay, so we're just getting our technical…

And just to manage people's expectations, at a quarter of, I actually have to dash out and it would be very helpful to have someone volunteer to lead the last 15 minutes of the discussion.

Drew would be happy to, yeah, hooray. That's just…

[CROSSTALK]

UNKNOWN SPEAKER: Hi Fabro.

FABRO STIEBEL: Can you hear me?

LAUREEN KAPIN: Hi Fabro, welcome. This is Laureen.

FABRO STIEBEL: Laureen, thank you. Can you hear me?

LAUREEN KAPIN: Yes, yes we can hear you. Can you hear us?

FABRO STIEBEL: Yes.

LAUREEN KAPIN:	Good. So Fabro just to get you oriented. We are all looking at the latest version of our brainstorming session. And we are discussing additions and refinements to this list. So to the extent that you can look at that along with that would probably be helpful so you can fully participate.
FABRO STIEBEL:	Okay [inaudible].
ALICE:	Yes, this is Alice. I've just circulated a group doc for this version, so you should have it in your inbox now. It was sent on the list. Thanks.
LAUREEN KAPIN:	Good.
DAVID:	I see I'm now included as well. Thank you.
LAUREEN KAPIN:	Woo-hoo! We'll have a special welcoming ceremony for you a little later on David. [LAUGHTER] So, we're going to add this…. This is Laureen again. We're going to add this title, preliminary brainstorming on scope of consumer trust safeguard review. Drew is going to suggest some edit for rephrasing the safe content under the confusion of point, we're going to add IDNs.

And as another issue under safe content, I want to move back to David's point regarding domains in highly regulated sectors, which I think is part of…

Well not even highly, you're talking about something more general. How the new gTLDs have created consumer expectations about the content of the site they're visiting. Is that a fair way to put it?

DAVID: David here for the record. I think you've got the highly regulated ones yes, which have been picked up by the GAC, but then you've got the whole…

LAUREEN KAPIN: Right. [CROSSTALK]

DAVID: …are not going to highly regulated, like a dot film, but they have certain rules which say you have to be doing X, Y, Z. I know there is like, I need to think of one, dot bike, which is open to anybody, but it still has the same expectation. Somebody is taking care of it. If it's a highly regulated one, then that's where the GAC stepped in. But an end consumer, is he going to know if dot health is highly regulated and dot bike isn't, how does he know?

In fact, he's getting an expectation by going to dot health and dot bank that these are secure and safe, and then he goes and finds himself in

dot bike and it's not secure and safe. So I think that, to me, is about the expectation consumer point or something.

LAUREEN KAPIN: So can we phrase that, how new gTLDs have shaped user expectations about domains based on their names?

DAVID: On descriptive terms used, like that. Just basically descriptive terms.

LAUREEN KAPIN: I'm not tracking your last comment.

DAVID: I'm just [inaudible] more in descriptive terms, terms used so that the term, the word itself the TLD…

CARLTON SAMUELS: The string itself.

DAVID: The string itself.

CARLTON SAMUELS: For the string, the use of a string might impact user expectation in terms of what I understand.

LAUREEN KAPIN: So how use of a new gTLD string might impact user expectations.

CARLTON SAMUELS: Right. And all sorts of expectations is that, is it qualified? Is it safe? Is the content or an expectation for what contains them to be related to the string? Etc. Makes sense.

DREW BAGLEY: This is Drew Bagley. Perhaps the way that we're going to do [inaudible] consumer literacy. Because we have so many of these things to deal with, the consumers [inaudible] in order to have trust one way or the other, the way, you know, because we're talking about perception [inaudible]. I mean, that's how we can put that under that category, I'm sure we can think of a lot of… [CROSSTALK]

UNKNOWN SPEAKER: I like that.

DAVID: A different point, sorry, David for the record. A different point to safe content.

LAUREEN KAPIN: Then let's add a bullet under use. So this is Laureen again. Let's add a bullet under use for consumer literacy, and then add this sub-point

about how use of new gTLD strings may impact user expectations under our new consumer literacy sub-point. Does that sound reasonable?

UNKNOWN SPEAKER: Yes.

LAUREEN KAPIN: So it's going to be…

UNKNOWN SPEAKER: You might want to add the, provide David's views about the regulated ones, like that bank, and how they [inaudible], they are just the ones that are, that are just as open, but the string. Yes.

DAVID: Some have rules, they're not regulated.

UNKNOWN SPEAKER: But they're not regulated rules.

                     [CROSSTALK]

DAVID: That puts the consumer literacy [inaudible]…

LAUREEN KAPIN: Okay. And okay, I think that's very useful. And then the other separate issue that was brought up by Carlos in the beginning, was dealing with our developing, dealing with developing countries. And I think Carlton and Carlos both talked about that, particularly as it related to the application process, which I think is going to be a different part, that's going to be living with all of us when we deal with the application process separate and apart from the consumer issues.

DAVID: Just, on the wording, on how use of the new gTLD string… Sorry, David for the record. How use of the new gTLD string may impact user expectations. I think it is more than use, but it's the mere registration, the fact that it exists, you see something dot bike, without even looking at the use [inaudible]…

                       But maybe it's the, I have to think of the wording now. But user is a separate [inaudible]…

LAUREEN KAPIN: So apologies. This is Laureen. I actually need to dash to the GAC. But Drew has kindly volunteered to help finish this discussion, and then I'm sure that Alice will circulate the version four of the document so we can continue our discussion. And Drew is now going to be the moderator, but I believe Carlos has…

CARLOS RAUL GUTIERREZ: Before you leave, yes.

LAUREEN KAPIN: Before I leave, yes.

CARLOS RAUL GUTIERREZ: Can we understand who is going to be when and what meetings, Pamela, because I also have to go to the GNSO [inaudible]…. I want to know how the afternoon is rolling.

UNKNOWN SPEAKER: We have another break.

LAUREEN KAPIN: We have another break, yeah. From one to two.

CARLOS RAUL GUTIERREZ: And then the group will reconvene at…

UNKNOWN SPEAKER: At 2:30? Is it 2:30, I'm sorry….

CARLOS RAUL GUTIERREZ: And we will remain together [CROSSTALK]…

UNKNOWN SPEAKER: …together until the end of the day at five. [CROSSTALK]

CARLOS RAUL GUTIERREZ: And Laureen, you will be back?

LAUREEN KAPIN: I will be back…   I'll be back at noon, Carlos.

CARLOS RAUL GUTIERREZ: And we will go altogether to our public session. It's going to be where?

LAUREEN KAPIN: That's in the evening. [CROSSTALK] …center.

CARLOS RAUL GUTIERREZ: Okay, I might just be able to join you until the public session.

UNKNOWN SPEAKER: Oh, we will miss you.

CARLOS RAUL GUTIERREZ: I would like to know to look at, the agenda because [CROSSTALK]

UNKNOWN SPEAKER: …something that you want to [CROSSTALK]…

I present it on your behalf.

CARLOS RAUL GUTIERREZ: Okay, thank you.

UNKNOWN SPEAKER: So Fabro, Drew is taking over.

DREW BAGLEY: So to pick up where Laureen left off, David, would you mind repeating your last points? In fact, I got lost a bit… And I know you're working on some more verbiage, and perhaps you have…

DAVID: Documents, and sort of… [Inaudible]

DREW BAGLEY: So what was your last point generally?

DAVID: From a consumer literacy, how, I think it's more how the new gTLD string itself may impact user expectations, so the consumer is going to look to the TLD as an indication of the content. [Inaudible] dot com thinking something, although potentially you've got dot com and dot org, so you might say that the dot org might indicate this, but there is no guarantee of that.

Here we've got the different, with the strings and the names, I mean that indicates the content. And then that content may or may not be regulated, and the string may or may not be regulated to [inaudible]

brand or a broad menu to look at, of which ones. But I think that's a point which we need to delve.

DREW BAGLEY: Do you think, with the unregulated new gTLDs, do you think it's important to measure in some way whether or not…? I'm trying to think of an unregulated example.

DAVID: Dot bike.

DREW BAGLEY: Dot bike? Okay. Is it important for us to look at whether or not website, a domain name that ends in dot bike actually has a website that has something to do with bicycles? Or is that not as important as the other issue as to whether or not dot bank and get interested?

DAVID: David for the record. I don't think that it's as important to the dot bank, but I think the dot bank is at one end and the dot bike is going to [inaudible] the other, and in the middle you've got issues. You may or may not be able to apply for one of those domain names, and some registrars may allow you to apply, and others may not allow you to apply, and there might not be enforcement of the rules.

So I'm just thinking from a broad standpoint of the consumer that looks down on that in several years time, they're going to go, oh, well if I go to a new gTLD a sort of a dot com, I'm getting my content. [CROSSTALK]

…comes in and [CROSSTALK] the banks and the help actually create a level of trust through the rest of the system which doesn't exist.

DREW BAGLEY: Right, okay.

DAVID: Safety in the rest of the system, so that we've got that, which to me something which was probably run through the whole [inaudible]. It's a game changer for me in the way that we look at…

DREW BAGLEY: I think, this is Drew Bagley speaking again for the record. I think you've hit on something [inaudible] even bigger, with what you're talking about with this residual trust that builds up over time.   And so that's something where whatever determinations we might make this year in our study, a lot of that can be changed over time, going back into this consumer literacy category, based on the fact that yeah, like you said, 10 years from now, dot bike is going to potentially mean something different than dot bank then it does today.

[Inaudible] changes…

DAVID: We've got there the data that we can collect from consumers, and I think we'll see consumers shifting, and that's the thing that…

CARLTON SAMUELS: Carlton for the record. It's interesting when you first said it, I wrote down consumers may interpret the string for content [inaudible] of an element [inaudible] slash residual trust.

DREW BAGLEY: Okay, I like that.

CARLTON SAMUELS: That's what I wrote down.

DREW BAGLEY: Are you able to edit the document?

CARLTON SAMUELS: No, no. I'm making notes.

DREW BAGLEY: You're making notes, okay.

CARLTON SAMUELS: We should add…

DAVID: The link is [inaudible]… [CROSSTALK]

DREW BAGLEY: If you're on the Google Doc, now would be a good…

Okay, yes. I'm now able to edit. Thank you. Okay so then, we only have about nine minutes left. Does anybody have anything specific to add to what we're going to look at? As Laureen mentioned, all groups will be looking at how this effects developing countries. Is there anything specific that we want to add with regard to consumer trust?

Because there is obviously the confidence in the actual application process, and whether or not that that's where the competition subgroup measure would be looking at the barriers of entry in the more traditional sense.

But in our purview of consumer trust, what else should we add to that category?

CARLTON SAMUELS: This is Carlton for the record. Well, to us there is a broad concern about confident in the application process, which is to say, do we get the right information? Was it given to us in time? Etc. So there are those, those are confidence building measures, right?

And then there is going through the application process, whether or not the applications and the requirements maybe unintentionally, but certainly they don't come across as being fair. Those are the major

concerns we have with regard to the process. Would you say the same thing? [Inaudible]

DREW BAGLEY: This is Drew Bagley for the record. To clarify, the fairness in the rules as stated, or as applied?

CARLTON SAMUELS: Stated and applied. Both.

DREW BAGLEY: Okay, so we should break that up. Yes, the two categories to look at what the rules say, that could be part of the research methodology, and then try to determine some measurements to find out how they have been applied in different situations. Okay. Thank you for that.

DAVID: How do you go back a point? I want to move to how gTLD [inaudible]… under the use for the consumer literacy [inaudible] be used…

DREW BAGLEY: Okay, and then in terms of the procedural area, we have it defined right now pretty broadly. We have [ICANN's?] role, which we want to look at trust issues with that, the dispute resolution process, and then since I was not at the LA meeting, I did pay attention over the phone. I'm not sure what sufficient data was referring to, because I imagine sufficient

data would apply to all of these questions we have, we want sufficient data.

Can anyone fill in the group on that, or what that bullet point may have meant?

UNKNOWN SPEAKER: [Inaudible]

DREW BAGLEY: Perhaps it was, could it have been something about consumer trust and perception about having sufficient data to how ICANN processes work in ICANN procedure? I can go back to literacy to a degree.

CARLTON SAMUELS: Yeah. This is Carlton for the record. In that, surrounding that was the issue of whether or not we had collected enough data, or the right kind of data, to actually make any kind of substantive pronouncement on the procedures, and then the fairness of the procedures, the breadth of coverage. Those are the concerns that were raised there.

And the fact that we are now in the review process looking at it, and we expect it base line data for comparison, or for comparative purposes. And there were certain gaps in the [inaudible] that we would find [inaudible].

Because remember right now, we're even defining as we go along the data sets for capturing some of these concerns.

DREW BAGLEY: Right.

PAMELA SMITH: Pamela Smith for the record. Technically, this session has another five minutes, but you do have a 30 minute break after that, so it's up to you whether you would want to extend into your break.

CARLTON SAMUELS: How long is the break?

PAMELA SMITH: 30 minutes. [CROSSTALK]

DREW BAGLEY: Okay. And then I'm thinking, why don't we also add to the consumer literacy part, why don't we add consumer literacy with ICANN's role, as well as with dispute resolution processes, because then we can look at as applied, how to, you know, are these things fair? How do they effect consumer trust?

                           But we could also just look at that literacy aspect because perhaps consumers, perhaps consumers aren't aware with new TLDs or legacy TLDs, or anything to do with these processes or procedures. Or perhaps there is a little bit more awareness with legacy TLDs and consumers are unfamiliar with regard to new gTLDs.

So that might be something worth exploring too. And then, and I'm looking at our original, or the original version of our document as we're adding to the new one. So confusion, has there, is there anything else that has come to mind that we would like to add to confusion? We have a lot of good things.

I believe the last thing we've added is the IDN category.

Okay, and then, yes.

KAREN LUNTZ: Karen Luntz. I'm just wondering, this isn't about confusion but, you know, and I also wasn't part of the earlier discussions, but in terms of consumer trust, the issues about you know, navigation and consumer expectation and confusion seems sort of like a different definition of consumer, or sort of a maybe overlapping set with the issues about ICANN procedures and role, and people's understanding of that.

But I don't know if there is an assumption that, you know, consumers need to be aware of and have an understanding of ICANN processes to have confidence in the DNS. So a question there. Are we wanting, you know, are we sort of building in an assumption that all consumers should understand something about ICANN's full on dispute resolution and fairness of processes, etc.?

DREW BAGLEY: Drew Bagley for the record. I think that's, you raised a great point. Perhaps we can narrowly tailor to what extent that would be important. So perhaps it is important in terms of consumer trust and confidence in

the domain name system, if it has to do with DNS abuse, and the DNS abuse we've talked about, that is actually harmful from an operational standpoint with the malware hosting, the phishing, high volume spam, and [inaudible] that command and control.

So perhaps, we… I think to that extent, it's important for people, it's important for the consumer, it's also important for literacy and even with the viewpoint of the greater community, where there are strong opinions one way or the other about whether or not ICANN should be more active in this realm or less active, I think is an important trust aspect because everybody wants to know who they call when there is something bad on these websites.

Is it local law enforcement? Is it ICANN? The registrar, the registry, the hosting company. So I think that's a great point Karen. So we should narrowly tailor that, and then we can expand it as we come up with other examples of areas in which that might be important for a consumer, but there is probably a large part of that where we could measure it and it doesn't have a bearing one way or the other on consumer trust.

So very good point.

CARLTON SAMUELS: I want to echo that because I'm speaking specifically for the [inaudible] within the At-Large. There has always been [inaudible] at At-Large that believes that the ICANN responsibility extend a little bit further than is typically defined in the compliance framework. And I certainly would want us to explore a little bit in this area so we can have some definite,

where we could give to the community about what we think it should be, or whether or not we think the post should be moved further, or whether or not the scope is just about right, and give reasons, some of which, why we think it is.

We would be very much interested in that. So thank you Karen for bringing a laser kind of focus to that.

DREW BAGLEY: And thank you Carlton for articulating the big idea with this whole review as to what recommendations we make at the end. So we are now being kicked out of the room. Our time is over. I will see you all in 30 minutes.

UNKNOWN SPEAKER: We'll be back online at 11:30 local time, which is UTC same time. So we can [inaudible]… separate bridge.

[END OF TRANSCRIPTION]