

Michelle DeSmyter:Dear All, Welcome to the New gTLD Subsequent Procedures WG call on Monday, 10 April 2017 at 15:00 UTC.

Michelle DeSmyter:Meeting wiki page:

https://urldefense.proofpoint.com/v2/url?u=https-3A_community.icann.org_x_6rDRAW&d=DwICaQ&c=FmY1u3PJp6wrcrw113mSVzgfkbPSS6sJms7xcl4I5cM&r=8_WhWIPqsLT6TmF1Zmyci866vcPSF04VShFqESGe5iHWG1BLwwehFBfjrsjWv9&m=6B48Y0x1bIuzdnSJ6rjS0jPGs1R53zJY2koZ9VfIhM&s=U-7xXDHoUV-AAMsz74yheDzSKkJgFcSCbXQx_d6Lw8&e=

John Laprise:Good morning all

Michael Flemming:Good evening

Vanda Scartezini:hi everyone. glad to attend this meeting after some time out of the office.

Vanda Scartezini:yes clearly

Michael Flemming:Just closed generics this week for WT2.

Michael Flemming:That is all.

Christa Taylor:WT1 meeting tomorrow at 20:00

Michael Flemming:I have added a few edits to my SOI. Nothing significant, however.

John Laprise:Minor, non-material edits.

Vanda Scartezini:thnaks Christa. in my agenda already.

Vanda Scartezini:tkns Christa

Vanda Scartezini:thanks Christa

Jonathan Zuck:nnot yet

Cheryl Langdon-Orr (CLO):we were not doing WT updates

Julie Hedlund:Lots of background noise. Reminder to mute when not speaking.

Cheryl Langdon-Orr (CLO):but ok if we do later I guess, not that WT4 has any update to make since last Plenary

John Laprise:RE: Trust (apologies I'm in a loud environment)- The new gTLDs are simply extending the long tail of trust. The original gTLDs will always (barring force majeure) be "most trusted" with ccTLDs following. New gTLDs are highly unlikely to ever instill the level of trust that .com does. Trust comes from saying what you're going to do and then doing it repeatedly, over time. We can declare the first but the execution is not our call. We don't control Trust and have little influence over it.

avri doria:The fact that they have already said that should be in our considerations already.

John Laprise:Are we distinguishing end user trust from organizational/system trust? It sounds like we are conflating the two.

Paul McGrady:I think we may be conflating trust with consumer expectation. Trust needs to hold steady. Consumer expectations change based upon new products and services. We should distinguish between the two.

Kavouss Arasteh:Avri+1

Alan Greenberg:@John, it is the jump from trust of the org to trust of ANY use of that TLD that is the difficult part.. Currently my bacnk uses a .com, and I *know* I cannot trust every .com. So the question is what is different to make me consider .bank differently, and by extension, can I presume I can also trust .doctor..

John Laprise:Thanks for the clarification: I revert to my previous assertion: Trust comes from saying what you're going to do and then doing it repeatedly, over time. We can declare the first but the execution is not our call. We don't control Trust and have little influence over it as it pertains to end users.

Donna Austin, Neustar:@Alan, with regard to .doctor, the word has many different meanings and is not just about a doctor of medicine so how do you apply trust in that context?

Rubens Kuhl:It's also of notice that some restricted registries operate on a pre-registration verification system, while others verify after registration (and among those there are ones doing 100% checks, and other doing sampling)

John Laprise:@Alan I agree but IMO that requires an immense public advertizing campaign to introduce and convince the public that a new gTLD is worthy of trust.

Kavouss Arasteh:Why .Doctor shoul apply any other thing than Medcin

John Laprise:And there's no guarrantee of success, especially if domains are not scrupulous.

Donna Austin, Neustar:@John, I would argue that the absence of an immense public advertising campaign regarding the introduction of new gTLDs and explaining to consumers that they exist is one of the reasons why folks don't know whether to trust something that doesn't have .com at the end of it.

John Laprise:@Donna That's part of it but the larger component is the socialization of brands and the use of the original gTLDs for two decades.

John Laprise:All original Internet users _know_ the original gTLDs

Kavouss Arasteh:Why there should be no tust to .com but thrust to .bank?

John Laprise:@Kavous: ask end users. .com is a known quantity to them; .bank isn't.

Kavouss Arasteh:Do you mean that since . com is a known quantity then there is no trust?

John Laprise:No. I'm saying that if you show two cards to an end user with one saying BankofEngland.com on one and BankofEngland.bank on the other, I'm strongly guessing that there will be a large preference among end users for the former over

the latter solely based on familiarity.

Michael Flemming:Would, however, certain TLDs have committed to PICs if GAC did not offer advice on this?

Michael Flemming:Paul took my thunder.

Kavouss Arasteh:but this is contrary to what someone's statement that there is no or less trust to .com vis a vis .bank

John Laprise:Trust is an end user perception, not an absolute. I'm talking about how end users actually perceive and weigh information and the role of familiarity and use.

John Laprise:.com is more familiar than .bank and people tend to shy away from the unfamiliar

Christa Taylor:Makes sense and helpful. Thank-you!

Christa Taylor:yes, makes sense!

John Laprise:Question: we mentioned ROI earlier. Is ICANN publishing any ROI data prior to the next round?

Rubens Kuhl:I have to drop now, unfortunately. Will listen for the remaining of the call when available.

Drew Bagley:Thanks everyone - please spread the word about the public comment period

Paul McGrady:Well done Zuck & Co. Thank you.

Christa Taylor:sorry mic not connected I need a min

Vanda Scartezini:I have dropped and back now

Emily Barabas:list of presenters is available here:

https://urldefense.proofpoint.com/v2/url?u=https-3A_community.icann.org_display_NGSPP_Geographic-2BNames-2BWebinar-2Bband-2BICANN59-2BSession&d=DwICaQ&c=FmY1u3PjP6wrcrwl13mSVzgfkbPSS6sJms7xcl4I5cM&r=8_WhWIPqsLT6TmF1Zmyci866vcPSF04VShFqESGe_5iHWG1BLwwehFBfjrsjWv9&m=6B48Y0x1bIuzdnSJ6rjS0jPGs1R53zJY2koZ9_VfIhM&s=u46o5otxgitfwiJAq03WPYaCUXtUedTHz0Xo0f9xFvk&e=

Steve Chan:Nothing to add from me

Donna Austin, Neustar:Thanks Avri

Emily Barabas:Nothing from my end

Emily Barabas:The GAC Working Group on the Protection of Geographic Names will present

Susan Payne:@Kavouss, Olga gave the expression of interest

Emily Barabas:Olga is the one who signed up on behalf of this group. The presenters may vary to accommodate the different time zones.

Cheryl Langdon-Orr (CLO):bye for now then, talk again soon...

Robin Gross:Thanks, Avri, and all. Bye. Please join WT3 today at 20:00 UTC on community issues

Christa Taylor 2:Thank-you

Phil Buckingham: thanks

Avri

Vanda Scartezini:my connection quite poor today

Vanda Scartezini:my connection quite poor today - will comment
online further.