GNSO gTLD Registries Stakeholder Group Statement

Issue: **Supporting the Domain Name Industry in Underserved Regions**

Date: 27 June 2014

Issues Report URL: https://www.icann.org/public-comments/dns-underserved-2014-05-14-en

The Registry Stakeholder Group ("RySG") supports the Public Comment made by dotShabaka Registry on the Report on Supporting the Domain Name Industry in Underserved Regions ("Report").

We echo dotShabaka Registry's assertions (see http://forum.icann.org/lists/comments-dns-underserved-14may14/msg00004.html) that the Report identifies symptoms of an underdeveloped domain name industry, rather than root causes, and over-focuses on growing the number of registrars in underserved regions. We believe that research on the matter would benefit from the holistic approach dotShabaka registry proposed, which:

- Establishes clear characteristics and metrics to identify underserved regions;

- Compares underserved regions to those with robust domain name industries across a range of profiles including registries, registrars, registrants, and internet users;

- Considers low consumer awareness and demand for domain names as root causes for under-engagement and seeks to explain them; and

- Implements measures to increase consumer awareness and demand for domain names where they are lacking.

These steps are requisite if new registries and registrars in these regions are to succeed; without an engaged marketplace, they will be doomed to fail.

Lastly, we underscore dotShabaka Registry's insistence that efforts to support the domain name industry in underserved regions not unwind or undermine established ICANN policies that have come about through the bottom-up, multistakeholder process.

We thank ICANN for the opportunity to submit these reply comments and urge ICANN to take seriously the full range of comments and recommendations put forward by dotShabaka Registry.

Names of Members that participated in this process:
1. Afilias, Ltd.
2. Charleston Road Registry (non-voting member)
3. .CLUB Domains LLC
4. CORE (non-voting member)
5. Donuts Inc.
6. DotAsia Organisation
7. dotBERLIN GmbH & Co. KG
8. dotCooperation
9. Dot Kiwi Ltd.
10. Dot Latin, LLC
11. DotShabaka Registry
12. dotStrategy Co.
13. Employ Media LLC
14. Famous Four Media
15. Foundation for Assistance for Internet Technologies and Infrastructure Development (FAITID) (non-voting member)
16. Fundació puntCAT (inactive)
17. GMO Registry, Inc. (non-voting member)
18. ICM Registry LLC
19. Minds + Machines
20. Museum Domain Management Association – MuseDoma (inactive)
21. Neustar, Inc.
22. Plan Bee LLC
23. Public Interest Registry - PIR
24. Punkt.wien GmbH
25. Punkt Tirol GmbH
26. Punto 2012 S.A. de C.V.
27. Radix FZC
28. Rightside Registry (non-voting member)
29. Societe Internationale de Telecommunication Aeronautiques – SITA
30. Starting Dot Limited
31. Telnic Limited
32. The Foundation for Network Initiatives "The Smart Internet"
33. Top Level Design LLC
34. Tralliance Registry Management Company (TRMC)
35. Uniregistry Corp. (non-voting member)
36. Universal Postal Union (UPU)
37. VeriSign
38. XYZ.COM LLC
39. Zodiac

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  - RySG representative for this statement: Stephanie Duchesneau, Stephanie.Duchesneau@neustar.us

Regarding the issue(s) noted above, the following position(s) represent(s) the views of the ICANN GNSO gTLD Registry Constituency (RySG) as indicated. Unless stated otherwise, the RySG position(s) was (were) arrived at through a combination of RySG email list discussion and RySG meetings (including teleconference meetings).