

Subject: RE: Registry Request #2010010, Numbers & Hyphens in .NAME Domain Names
Date: Monday, February 28, 2011 10:30:19 AM PT
From: Waldron, Joe
To: Francisco Arias
CC: Kane, Pat, Gomes, Chuck, Mainwold, Michael, Steele, Barbara, Craig Schwartz

Francisco,

Please see the additional information addressing the board's question about the RSEP for Number & Hyphens in .NAME Domain Names:

How is the introduction of numeric-only domain names consistent with the original intent of .NAME as a restricted gTLD, intended for the registration of personal names only?

The .name Top Level Domain (TLD) was originally conceived to represent an individual's personal identity on the Internet. But more importantly, the purpose of the .name TLD was to make available domains for personal use. As the definition of Personal Name contained in Appendix 11 to the .Name Registry Agreement makes clear, a "Personal Name" is not limited to a person's legal name, but includes pseudonyms, stage names or any name that a person is commonly known as well as alternative names or identifiers. As Global Name Registry (GNR) indicated in its mission statement as part of its application for the .name TLD, it wanted to promote individuality and the right to self-expression and allowing an individual his or her own digital identity. This means that domain names registered under the .name TLD domain would not and could not be restricted to an individual's legal name. Since it was introduced, the way people identify themselves on-line has evolved from just one's personal name and/or nickname to also include their monikers or handles for their avatars, for blogging, and for use in different social media channels to represent themselves on-line. In developing regions of the world, with the rapid growth of mobile phones, where there's been lagging development of high-speed broadband landline infrastructure and PC penetration, the use of one's mobile number has become more important and prevalent for accessing the Internet. One's personal identify in these parts of the world has grown to include one's mobile number.

An example of this change was captured in an Indian television commercial by Idea Cellular (India's 5th largest mobile company with 60M subscribers), which can be seen at: <http://jonathandonner.com/archives/30>. A summary and Hindi-to-English translation is attached of this 1m 30s commercial.

This Hindi-language TV commercial starts off by showing two different Indian communities fighting each other in a village setting. The two communities are then summoned by the Village Head who historically pass judgment on such cases. Before the Village Head, both communities blame each other for starting the fight. The Village Head then asks everyone to stop using their names but instead use their mobile phone numbers to identify themselves. The reason for this being that an individual's name identifies his community but his phone number is not only unique but also "neutral" and cannot become the basis for any discrimination. Once the villagers start using their phone numbers to identify themselves in all sorts of manners and ways, all fighting stops and they start living harmoniously together.

The theme from the commercial is that one's mobile number in India is the most important unique personal identity today.

In the early 2000's, GNR had the vision of this sea change happening in the future and reserved this space for when this would become a reality to preserve it, and Verisign now sees that the time for this has

arrived. .name's TLD needs to evolve so it can address evolving changes in societies where and when personal identification for individuals changes to keep this TLD relevant to its original intent: to represent an individual's personal identity on the Internet and make domain names available to individuals for their personal use.

While the .name TLD application anticipated and the registration of third level domain names was designed to maximize the ability of an individual to register a domain name that reflected their legal or family name, it was always contemplated that an individual could choose another commonly used identifier that such person feels expresses their identity.

Additionally, removing the pure number restriction would provide .name with parity with all other gTLDs now that ICANN has approved TelNic's similar RSEP in January 2011.

Please confirm this response addresses the question and that everything is now in order for this RSEP request to be included on the agenda for the next meeting of the board scheduled for next March 18, 2011.

Joe

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From: Francisco Arias [mailto:francisco.arias@icann.org]
Sent: Thursday, February 24, 2011 2:12 PM
To: Kane, Pat
Cc: Gomes, Chuck; Steele, Barbara; Mainwold, Michael; Craig Schwartz
Subject: Re: Registry Request #2010010, Numbers & Hyphens in .NAME Domain Names
Importance: High

Pat Kane
VeriSign Information Services, Inc.
21345 Ridgetop Circle, 4th floor
Dulles, VA 20166

Dear Pat,

One of the Board members has a question regarding the Numbers & Hyphens in .NAME RSEP request: how is the introduction of numeric-only domain names consistent with the original intent of

.NAME as a restricted gTLD, intended for the registration of personal names only?

We understand you have already provided a response to a similar question and we provided that to the Board, but we would appreciate if you could expand in your answer to facilitate Board understanding of the nature of the request. We would appreciate your answer by PST noon on Monday, 28 February 2011. Unfortunately the timing of the Board papers does not allow for more time.

Best regards,

—
Francisco Arias
gTLD Registry Technical Liaison
Internet Corporation for Assigned Names and Numbers (ICANN)
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Your mobile number, your identity

Summary:

Here's a clip from a current billboard, newsprint, and TV advertising campaign in India. It features mega Indian star [Abhishek Bachchan](#) (son of mega-mega Indian star [Amitabh Bachchan](#)) presiding over a divided/acrimonious rural community. As the village "Sarpanch", an elected official, [Abhishek Bachchan](#) recommends replacing people's names with mobile numbers and—presto—all is well.

The TV ad taps a great sense of how people's mobile numbers seem to serve as an adjunct identity. With relatively few landline numbers (and even fewer email addresses), limited high-speed broadband Internet access, low PC penetration, no single, integrated national ID card, and often-vague physical addresses, one's mobile number in India is THE most important unique personal identity today.

Translation from Hindi to English for the link below

<http://jonathandonner.com/archives/30>

[Advertisement begins with Fight between two ethnic groups named Tumiyaar and Purmi in a village in India]

Actual translation:

[People screaming, yelling and running ... Music of riots in background...]

Voice 1: today either Tumiyaar will stay or us !!

Voice 2 : not a single Purmi shall remain !!

Voice 3 : hey ! catch that Purmi !!

Voice 4 : hey Tumiyaar !!..Don't leave him ...

(Music Calms down)

People sitting in front of the Sarpanch (Head of the village..played by Abhishek Bacchan)

Voice 1 : Mr. Sarpanch..Purim's started it first

Voice 2 : Hey!! Put your finger down!!

(All people screaming..yelling..Purmi..Tumiyaar..Purmi..Tumiyaar)

Mobile phone rings

(Its from Idea company a cellular service provider in India)(Number calling 99216706)

Sarpanch: **IDEA !!!!!....NO ONE IS TUMIYAAR NO ONE IS PURMI !!**
NO ONE WILL BE KNOWN BY HIS OWN NAME

(people assume that its an order that each individual shall be known by his phone number and not by his name from now on..)

A person from a group of people catches another villager by his collar and yells..hey Tumiyaar !!

The villager shakes his head in disagreement and raises his finger and says : No its 99922626 ..they all start laughing

(Celebration music starts in the background)

- Villager hanging his name plate with “Mr. 99216706”
- A person putting a garland on Statue reading “Late 99122121”
- 2 road name boards marked as “98503587 Route” & “98912350 Route”
- Sign board reading “98246543 Tent House”
- Villager voice in joy to a shopkeeper “ 98481234 had a baby boy”
- A rally of politician is proceeding and a Banner Show “Vote for 99243067”
a person on mike asking for “Vote for 99243067”
- A Marriage tent reads “98213456 Weds 98503125” people dancing and waving

-Assistant of Sarpanch says “ Sir....What an Idea Sir ... he ..he...”

Celebration Music Continues