

Registrar and User Consultative Committee Meetings

Minutes of the plenary meeting

13/10/2016

afnic

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1. Attendees

Registrars: 11 (out of 46 members)

4X SAS	Tristan Colombet
NAMEBAY	Eric Lantonnet
ORDIPAT	Sylvie Destenave
ORDIPAT	Jennifer KORN
DATAXY	Bernard Dulac (remote)
DOMAINIUM	Philippe Franck
GIP RENATER	Elisabeth Gomes (remote)
ORANGE	Sophie Jean-Gilles
GANDI	Nicolas Lhuillery
CONNECTION SAS	Jean-Benoît Richard
NORDNET	Scott Jung

Users, individuals and corporate entities: 4 (out of 34 members)

Individuals	
	Sébastien Bachollet
	Benjamin Louis
	David-Irving Tayer
	Yuliya Morenets (remote)
	David-Irving Tayer

Afnic

Lotfi Benyelles, Marketing Innovation Manager
Pierre Bonis, Deputy CEO (remote)
Loïc Damilaville, Studies & Business Intelligence
Régis Masse, Technical Director
Virginie Navailles, Communication Manager
Emilie Turbat, Commercial Director
Lucile Ravasse, .fr Product Manager
Mathieu Weill, CEO

2. Agenda

09:15 Welcome

09:30 News update

09:45 Plenary Meeting and presentation of the day's items for discussion:

Topic 1: Digital maturity self-assessment tool.

Topic 2: Character string monitoring

Topic 3: Upcoming operational working group (OWG)

Topic 4: development of Member Services

11:30 Coffee break

11:45 Separate Consultative Committee meetings (CCU / CCBE)

13:15 Joint lunch

14:00 Feedback on the positions of the Consultative Committees

15:00 Presentation of information updates and discussions with members:

Presentation of the domain name market

16:55 Conclusion

3. Minutes

3.1. Welcome and news update

Sébastien Bachollet, Benjamin Louis, Tristan Colombet and Eric Lantonnet, elected trustees of the users' and registrars' colleges, welcomed the participants and presented the agenda for the day.

They insisted on the interest in setting up operational working groups during the last consultative committees, and expected much of their on-going use for both registrars and users.

Mathieu Weill, Afnic CEO, having also welcomed the members present in the premises of Afnic or remote, gave an overview of news about Afnic and its ecosystem:

- Virginie Navailles, with whom members were familiar after being in charge of member services for the last 3 years, had changed jobs within Afnic and had taken over from Julien Naillet as head of communications. In her new position, she would of course continue to work with members, and would continue to be responsible for the services provided for them.
- Regarding the Afnic Foundation for digital solidarity, the first seven projects to be funded had been announced on September 30 in the presence of Axelle Lemaire. The diversity of the beneficiaries and the quality of the projects could be seen by visiting the foundation's website: <http://www.fondation-afnic.fr/fr/Accueil.htm>
- The main international news had been the acceptance by the US administration of the proposal for the transition of the IANA oversight function from the US Government to the multi-stakeholder global community. Afnic had been heavily involved in this transition, through Mathieu Weill, co-chair of the working group on ICANN accountability, but also through Sebastian Bachollet, who represented users in these discussions. The constructive and responsive role of the French government, as well as that of Orange, was also to be underlined. In short, all of Afnic's stakeholders had been involved in the transition, and a very important first step had been taken. There remained more work to be done, including on diversity within ICANN.

3.2. Discussion items

NB The answers to questions from members on discussion items are not included in this report. They will be subject to a separate report after analysis by Afnic teams.

3.2.1. Digital maturity self-assessment tool

Mathieu Crédou, Marketing Director, presented the "reussir avec le web" [winning with the web] initiative, which involved the provision of a digital maturity self-assessment tool for SOHOs/SMEs.

The starting point, which Afnic wanted to change, was that at the present time at least 1 million French companies were not present online. How should they be targeted, understood, convinced? The problem concerned Afnic equally as much the registrars and partners, since these SOHO / SMEs were our future customers.

Afnic was therefore going to provide an online questionnaire allowing companies to assess the level of their online presence, and have advice on how to improve it. The tool of course could be used to support companies in their efforts, but also, beforehand, to collect the data on the actual situation of SOHOs / SMEs in France in terms of their relationship with digital technology and the Internet. The

data would help to better calibrate the offers made to them to support the development of their online presence.

The mini-site and the questionnaire would soon be online, and Afnic was already looking for partners to distribute the questionnaire to the largest number of businesses.

Registrars' position:

After meeting in a separate session, the registrars indicated:

They wished to ensure that the following questions to companies were included in the questionnaire:

Did they use social networks?

Did they already have one or more domain names?

Had they already had a domain name / website in the past that they had abandoned? if so, why?

Did they have a trademark?

The registrars also indicated that, on a voluntary basis, they were willing to participate in the operation by relaying the self-assessment tool via their website, in exchange for highlighting or even a transfer of data to the participating registrars.

Finally, the registrars suggested using the model of the reussir-en.fr initiative, which was now fairly well-known.

Users' position:

After meeting in a separate session, the users indicated:

They wanted to have details on the use of the collected data, in particular their possible publication, and how Afnic was going to address the issues of data protection.

The users also wondered how the questionnaire's respondents would receive feedback.

The "web" term in "reussir sur le web" seemed somewhat restrictive for users.

Distribution of the questionnaire was a crucial issue, and users suggested it could also be distributed by users themselves, via their personal websites for example.

Users also stressed the need to highlight the interest for potential partners in accessing the data from these questionnaires in order to know their customers / members better.

While the initiative gained their overall support, the users indicated that attention had to be paid to the actual effect on registrations under the .fr, which was the ultimate goal of the operation.

Finally, while the reussir-en.fr initiative was clearly designed for SOHOs / SMEs, users suggested that "reussir sur le web" could also involve other stakeholders, such as associations, individuals, etc.

3.2.2.Character string monitoring

A new product of Afnic was presented: character string monitoring.

This product derived from the analysis of the first feedback from users and registrars following the set-up of the OpenData portal by Afnic in December 2015.

Analysis of domain name registrations, for brand monitoring reasons for example, was a field that interested many stakeholders, but they did not currently have the means to construct services based

on Open Data and were waiting for a finished product. Furthermore, analysis of DNS traffic data related to domain names was an important factor which was not included in the OpenData portal.

Based on this finding, Afnic had constructed a service calibrated for SMEs - few of which currently used monitoring services for their brands - which could be retailed by registrars. The purpose was to make access to monitoring tools more democratic.

The contribution made by monitoring services in addition to DNS traffic data was a feature that might also be of interest to key accounts.

The service could be ready for the first quarter of 2017.

Registrars' position:

After meeting in a separate session, the registrars indicated:

The tool itself was of no interest because it was redundant in comparison with the most advanced tools already available to registrars, except for the new information on DNS traffic which was innovative.

However registrars believed that this information should not be limited only to the domain names that were monitored, but should be global.

The registrars also had specific questions about the service:

- Were there any precedents in other registries?
- Had the service been analyzed in terms of its legal feasibility?

The use of DNS data could be subject to analyses by Afnic reserved for use by members.

The registrars also indicated the need to ensure users applied the service in a "legitimate" way. In other words, since the service was not reserved for trademark proprietors, how could they ensure that the service was not used to monitor competition, for example?

Users' position:

After meeting in a separate session, the users indicated:

The proposal interested the users (in particular companies and especially those who were Afnic's current target).

Who might be customers?

The users thought that registrars could be customers of course, but it had to be possible for user members to be as well (especially SOHOs / SMEs).

Would there be a special member rate?

In the statistics, was it possible to add the same data type as the .fr for the gTLDs for which Afnic was the back-end?

3.2.3. Upcoming operational working groups (OWG)

Following the success of the first two OWGs on back-order activities and the development of "Trade" transactions (see the information update below) Mathieu Weill invited members to consider two themes for our next OWG:

- What data should registrars have in the extranet?
- How could a study be designed that would be useful to one and all on the uses, profiles and motivations of .fr domain name holders?

Registrars' position:

After meeting in a separate session, the registrars indicated:

They supported the proposal of an OWG on registry data for registrars, which should result in the definition of a specification to create a cockpit V2

Regarding the proposal of an OWG to study holders, the registrars suggested that the OWG address the objectives of such a study, the list of expected data and types of deliverables (graphics, data, etc.)

Users' position:

After meeting in a separate session, the users indicated:

They were in favor of an OWG to study holders;

They considered that the proposal concerning the data made available to Registrars did not correspond to the association's type of OWG, and had more to do with customer relationships between Afnic and its registrars.

Furthermore, the users suggested to have another OWG start analyzing the best ways to ensure use of the DNS and related DNS services was easier for end-users.

3.2.4. Development of Member Services

Virginie Navailles, head of communications and member services, recalled the changes undertaken since 2014 in the services that the association provided for its members:

Special publications, organization of special events or events open to a wider public, setting-up of fora for discussions between members and the Afnic team, and of course the ability to influence Afnic's technical and strategic decisions, through consultative committees and members on the Board.

The question was posed to members concerning their expectations regarding the development of new services: working groups? Training courses? Changing membership categories to create more consistent groups? Etc.

Registrars' position:

After meeting in a separate session, the registrars indicated:

They wished Afnic publications to be more mainstream and less "pro" or "expert", to support sales. They could include practical fact sheets such as adding an email address to a CV, the portability of a website address or an email address, the principle of aliases, how to protect semantic variations, etc.

The registrars also suggested creating two new categories of members:

- Registry clients
- Partners and institutional clients

Users' position:

After meeting in a separate session, the users indicated:

They wanted the members area to be redesigned so that the welcome for new members could be improved, with

- a presentation space for members (text & video - with help from Afnic in design & production)
- a directory

The users also suggested making the association's events more attractive by inviting "headliners" to give keynote speeches and take part in discussions during these events.

The users also indicated they would like Afnic to publish general public communications on best practices for using the .fr.

The users wanted to prolong the discussions on the organization of members around the "specific" needs of Afnic registry clients, lawyers / IPAs, representatives of organizations formed by or lobbying on behalf of consortia, etc.

Finally, regarding the organization of the next GA, the users suggested benefiting from the presence of members of the International College to organize a joint working meeting for all Afnic colleges, outside the GA itself.

3.3. Information updates

3.3.1. Outcome of operational working groups (OWG) on the "Trade" and "Back-order" transactions

On the development in "Trade" transactions, as a reminder, after the go-live last June, registrars complained about the procedures for confirming trades by e-mail, pricing, and the complexity of the life-cycle of the domain names in question.

An OWG had been set up for which one user and eight registrars had volunteered. The OWG had developed a proposal, which had been submitted to a special consultative committee in July, and had been validated. The proposal was as follows:

In the case of a Trade transaction on a domain name:

- The registrar collected the agreement from both parties and carried out an "update domain"
- The operation was free of charge
- The transaction had no effect on the initial registration period of the domain name

In exchange for a commitment to support it by registrars that wished to do so, the solution would be implemented on 12 December. The next Board meeting would have before it a change in the .fr naming policy, reflecting the change in the Trade procedures.

With regard to "back-orders", the OWG renamed itself in **proposing a solution to maintain the performance of the .fr registration infrastructure.**

As a reminder, the .fr infrastructure regularly saw service levels affected by back-orders. Back-order players themselves were calling for clear rules on how to carry out their business. Users and six registrars had volunteered to take part in this OWG.

A proposal had been made to the extraordinary consultative committee in July, which had been validated in return for a commitment to review after six months the correlation between the pricing and the solution, which was as follows:

- Strong limitations applied to the EPP and Web interfaces of the registration infrastructure, with penalties for registrars who overstepped these limitations.
- An additional special service for back-orders, to which every registrar could subscribe on a monthly basis.

The introduction of this new service was scheduled for 12 December.

3.3.2. CNUM "connected growth" initiative

Mathieu Weill presented the initiative of the French National Council for the Digital Economy (CNUM), which had been tasked by the Government with drafting recommendations for a national action plan to facilitate the digital transition of SMEs.

Afnic was actively involved in the analysis, which complemented its own initiatives, such as:

- Reussir-en.fr
- "Reussir sur le web" (the self-assessment tool mentioned above)
- Efforts to develop online presence

Afnic offered to relay the expectations of its members to the CNUM, or to show them how to get involved in the ongoing work.

3.3.3. Afnic strategic policy options

Mathieu Weill recalled the **3 pillars of** Afnic's 2016-2018 strategy:

- Afnic as the registry for the .fr
- Afnic as an efficient and profitable technical operator
- Afnic as a recognized center of excellence in France in online presence that would support its registrars and businesses, be they large or small.

The objective being that the profits generated by the registry would continue to fund digital solidarity via the Afnic Foundation.

Vision: Make France a leader in Europe in online presence

The priorities of the association for the 2017-2019 period were:

- **Simplicity**, with standardization of the domain name life-cycle in particular
- **Online Presence** with the deployment of "reussir sur le web" in order to know holders better, and to assess the promotion plan for the .fr

- **Attractiveness**, which stemmed from the above two priorities.

Two further priorities were **Solidarity**, illustrated by the build-up of the Afnic foundation, and more generally of our CSR, and **Exemplarity**, which would be illustrated by the redesign and modernization of the institutional website.

3.4. Conclusion

The users' and registrars' consultative committee meetings ended at 16:30. The schedule for upcoming meetings of the association was announced, as indicated below:

Thursday, February 9 - Board Meeting

Thursday, March 23 - Users' and Registrars' Consultative Committee meetings

Thursday, April 13 - Board Meeting

Tuesday May 11 or 18 - Afnic Forum

Wednesday, June 7 & Thursday, June 8 - International College Annual Days

Friday, June 9 - Ordinary General Meeting + Annual Dinner + Board Meeting

Monday, July 10 - Afnic Scientific Council Day

Wednesday, September 27 - Board Meeting

Thursday, September 28 - Strategic Annual Seminar of the Board

Thursday, October 12 - Users' and Registrars' Consultative Committee meetings

Thursday, November 16 - Board Meeting