

*Registrar and User
Consultative
Committee Meetings*

**Minutes of the Plenary Meeting
on October 1 2015**

afnic

1. Attendees

Registrars: 15 (out of 45 members)

4X SAS	Tristan COLOMBET
CLARANET SAS	Sophie PACAVE
CONNECTION SA	Jean-Benoît RICHARD
DATAXY	Bernard DULAC
EPISTROPHE	Philippe BATREAU
GIP RENATER	Elisabeth GOMES - <i>(Remote participation)</i>
NAMEBAY	Eric LANTONNET
NAMESHIELD	Eric LANTONNET
NETIM	Brunon VINCENT
NORDNET	Scott JUNG
ONE2NET	Pierre GEOFFROY
ORANGE	Sophie JEAN-GILLES
ORDIPAT	Sylvie DESTENAVE
SAFEBRANDS	Antoine CALLOCH
SAFEBRANDS	Frédéric GUILLEMAUT

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

Legal entities	
CCI Paris IDF	Laurent DELIN
Individuals	
	Ramanou BIAOU - <i>(Remote participation)</i>
	Elisabeth PORTENEUVE
	David-Irving TAYER

Afnic

Lotfi BENYELLES, Innovation Marketing Manager
Pierre BONIS, Deputy CEO
Nathalie BOULVARD, Legal Expert & Data Protection Officer
Clémence DAVOUST, Events Communication Manager
Loïc DAMILAVILLE, Market analyst

Marianne GEORGELIN, Registration Policy
Régis MASSE, CTO
Virginie NAVAILLES, Membership Services Manager
Emilie TURBAT, Sales Director
Mathieu WEILL, CEO

2. Agenda of the plenary meeting

- ✓ 09:00: Welcome
- ✓ 09:30: News update
- ✓ 09:45: Plenary Meeting and presentation of the day's items for discussion:
 - Item 1: Policy for publishing Whois as Open Data
 - Item 2: Modification of the registration contract
 - Item 3: Membership fees in 2016
- ✓ 10:15: CCU / CCBE
- ✓ 12:45: Lunch together
- ✓ 14:00: Feedback of the positions of the Consultative Committees
- ✓ 15:00: Presentation of information updates and discussions with members:
 - Presentation of the *réussir-en.fr* BOX
 - Domain Name market
 - *.paris* Premiums
- ✓ 16:00: Conclusions
- ✓ 16:30 End of session

3. Minutes

3.1. Welcome and news update

Frédéric Guillemaut welcomed the participants. Mathieu Weill suggested the participants introduce themselves and announced the items for discussion in the committee meetings during the morning and the information updates to be shared after the return of their work.

Afnic news since the last consultative committee meetings in March was marked by the end of the launch phase for the registration of domain names with 1 and 2 characters, the opening of multi-year registrations and the consolidation of Afnic's multi-stakeholder position, with 11 new TLDs in the root and 4 still to come.

Afnic continues to be highly involved on issues of Internet governance in France and abroad. The association would be attending the next ICANN meeting in Dublin from 18 to 22/10 and would be contributing to the bill on the digital economy published by the government for calls for public feedback. Mathieu Weill encouraged all of the members to take part in the consultation and proposed, if they wished, that Afnic facilitate a platform for exchanges.

With regard to the association, one of the main goals for 2015 was to return to a balanced budget. The financial statements for the 1st half confirmed the association was on the right path despite a complex market. The work on projections for the coming years began on 23 and 24/09 with the Board's strategic annual seminar on the future of Afnic and the .fr TLD.

Mathieu Weill recalled that the management agreement for the .fr TLD expired in July 2017. Afnic had to draft its proposals to have its role as registry renewed. Despite the market slowdown, there remained a number of levers: too few businesses in France are equipped with websites, between 1 and 2 million French people have a website while 26 million have a Facebook account. Afnic's teams had started to analyze the causes of the slowdown of the .fr TLD when it seemed that there remained strong potential for growth. The lack of interest for domain name did not only affect the .fr TLD, there were just over 10 million domain names in France, across all namespaces.

Creating a domain name under the .fr TLD continued to be fairly complicated. Tests carried out by Afnic showed that a dozen screens had to be filled in to create a domain name, and that it took more than 45 minutes more if the user wanted to include an email address. Communication was necessary to show users how a domain name could be worthwhile, like the new market players for whom a domain name is no longer the flagship product and offer a comprehensive range of services. Afnic had to develop its activities on how users can control their online presence.

Following the questions, Pierre Bonis stated that Afnic had not been consulted by the Ministry in order to draft the bill [on the digital economy], but had contributed upstream to the themed meetings of the French National Council for the Digital Economy (CNN) that had served as input for the bill.

3.2. Discussion items

3.2.1. Policy for publishing Whois as Open Data

The project team presented the selected methodology to the committees and the first data sets that Afnic intended to publish before the end of the year. The proposals, of course, were liable to change depending on feedback during the day and over time.

Marianne Georgelin recalled the commitment of the State-Afnic agreement: "*The Registry undertakes to publish the "Whois" data it collects pursuant to Article L.45-5 of the CPCE in automated formats and as part of Open Licenses*". To meet that commitment and to include it in a broader context of data mining, Afnic had set itself the goal of being able to publish data on an Open License basis.

Over and above compliance with its contractual obligations, the fact that Afnic was an association that had a public service remit and that the State owned the Whois database meant the project was in line with the Public Open Data movement and responded to a request by the ecosystem on sharing data. Finally, the Open Data project would promote innovation generally echoing Afnic's remit (to contribute to the development of an Internet [...] open to innovation). Afnic had to develop a technical capacity for publishing the data in

automatable formats, as well as ensure their accessibility and establish a legally framework for their publication.

Of all the datasets available to Afnic that could be published (business, technical, human resources, purchases, customer follow-up, fraudulent or abusive use, litigation, etc.), the choice fell on business data since they could be automated and historized, were recurrent and multi-criteria. They were of interest to a wide audience (economic actors, universities, individuals etc.), are varied in use (geographical and demographic analyses, market, intelligence, innovation etc.) and involved legal criteria and the protection of personal data.

Nathalie Boulevard noted that Afnic had chosen an Etalab open license that allows re-use including commercial reuse. As a data producer, Afnic had to define data sets on public data that were freely reusable without infringing the rights of third parties. Information that might jeopardize security, commercial and industrial secrets, intellectual property and the protection of privacy was therefore excluded from the data that could be published as Open Data.

The 3 files proposed related to domain names (name, country, *département* and city of the registrar, subdomain, type, country, *département* and city of the holder and domain IDN), activity indicators (total domain names and name servers, number of creations from 1 to 10 years, total creations, number of renewals of 1 to 10 years, total renewals, transfers and deletions) and accredited registrars (registrar's name, Company branch registration no. (SIRET), accreditation date and no., postal address, PO Box, city).

For these 3 files, the update would be monthly with a status report on the 1st of each month and availability on the 15th of each month in .csv format from the Open Data portal and the Afnic website.

Lotfi Benyelles cited as an example the experience feedback on the Data Project of the French National Institute of Industrial Property (INPI) which had been going on for 1 year. They marketed their brand and patent databases on their site with a special license since the files contained data of a personal character.

Finally, Pierre Bonis invited the members to visit the Etalab website to find out the types of data published and examples of the uses made of them. Afnic was just starting in this field of activity and its offer would no doubt be subject to change.

The position of users:

- ✓ They drew attention to the case of patronymic domain names in the first file that also contain the city and the *département*, which could be used to identify the place of residence of the holder.
- ✓ They suggested adding a filter if possible to this first file so that the city does not appear if the domain name is patronymic and the addition of the original creation date of the domain name
- ✓ For activity indicators, the post code in alpha 2 format (e.g. FR75001) would make use of the data easier

- ✓ The monthly frequency seemed long to build and follow a business model on the available data. They suggested 15 days.
- ✓ They wanted follow-up to be done by the consultative committees on the people who consult the various data

The position of registrars:

- ✓ They would prefer publication daily
- ✓ They requested the addition of modification and expiry dates in the domain name file and a URL, a business email address and a telephone number on the records of registrars. On the other hand, the accreditation no. should not appear.

The discussions concerned the differentiation between SQUAW and Open Data and how to promote and develop one in relation to the other. The purpose of Open Data was to provide raw data that users could process depending on their personal work. SQUAW published processed data each day. It was a finished product of Afnic, which would decide on its future when the Open Data project was launched.

3.2.2. Proposed amendments to the 2016 registration contract

Pierre Bonis recalled that the registration contract was revised if necessary every year. The proposed amendments were primarily designed to limit the number of arrears which had almost doubled in value between mid-2014 and mid-2015, without counting the increased processing and monitoring time and legal fees for court injunctions, and to prevent the migration of portfolios from one registrar in debt to another registrar directed or controlled by the same person or legal entity. .

The other amendments concerned the calculation of penalties for late payment and the baseline (an increase of 0.04% in 2014 to 0.05%), the changes made by multi-year registration and the establishment of the 5-day grace period on Create, Renew and Transfer operations and the invoicing scale (the total or partial assignment of a contract is fee-paying and the billing of these transfers is done after an estimate is issued).

The position of users:

- ✓ They proposed applying a flat fee of € 40 per late payment
- ✓ It seemed difficult to ensure the financial capacity of a registrar, in particular that of one recently created. It was not possible to know in advance what its results will be. The expression "sufficient financial capacity" therefore needed to be rephrased or a clear alternative to be found

The position of registrars:

- ✓ They agree that the expression "sufficient financial capacity" needed to be rephrased
- ✓ They approved the other proposed changes

3.2.3. 2016 Membership fees

This item follows on from the discussion at the Annual General Meeting of 12 June 2015 on the satisfaction survey of members. The latter had not found any dissatisfaction about membership rates but had noted certain disparities, in particular between the membership fees of corporate users and registrars. Pierre Bonis recalled the objective of promoting membership and the recruitment of new members and underlined the fact that membership fees had not changed since 2008. The proposal to increase fees by 5%, align corporate users and registrars, and maintain the fees for the other membership categories was submitted to the committees for discussion. The purpose in this case was to define the membership fees for 2016, discussions on the attractiveness of the association were to continue in parallel.

The position of users:

- ✓ They did not think it justified to align the fees for corporate users and registrars, since the latter had business activities in common with Afnic and therefore had an interest in being members of the association. User participation was on a voluntary basis.
- ✓ They approved a "rounded-off" increase of 5% in fees: € 380 for registrars, € 190 for corporate users and keeping fees for individuals and the International College at € 60

The position of registrars:

- ✓ They approved the 5% increase on fees and the alignment with the fee for corporate users
- ✓ With regard to attractiveness, they proposed to make the first year of membership free of charge, subject to studying the impact that this might have

3.3. Information updates

3.3.1. *réussir-en.fr*

In September 2014 Afnic launched the 2nd phase of the promotion campaign for the .fr TLD, in particular with the special platform www.reussir-en.fr. The platform provided practical advice to all project leaders to support the development of online presence: testimonials from entrepreneurs who had chosen the .fr TLD, online training, simplified directory of partner registrars, and the novelty for the 2015 fall quarter, the Réussir-en.fr box, a monthly newsletter highlighting practical solutions to the problems facing entrepreneurs.

The box provided a more advanced content strategy than in phase 1 of the campaign to facilitate the launch and the development of business projects demonstrating the advantages of digital technology for first-time entrepreneurs. It addressed the need for support and advice by providing "useful tips" co-produced with partners via a new special section of the website and a monthly newsletter sent to subscribers (free of charge).

The expanded panel of partners already included the Chamber of Commerce and Industry, the French Business Creation Agency (APCE), the French Employment Agency for

Executives (APEC), and the Chambers of Trades and Crafts and soon the French General Confederation of Small and Medium-Sized Enterprises (CGPME). The Transition Numérique Plus association served as a relay for the campaign and Afnic had made available a promotion kit for all registrars.

The results of the test phase conducted until mid-September were in line with expectations. A 2nd phase of greater magnitude was planned from October 2015 onwards. Afnic was closely monitoring the print volume of the media plan, the volume of clicks, and visits to the special platform and subscriptions to the Réussir-en.fr box.

An option 2 registrar regretted that the campaign was reserved for option 1 registrars.

3.3.2. Main market trends for domain names

Loïc Damilaville presented the global market figures and trends and those of the main players, the ccTLDs with a focus on the .fr TLD, gTLDs and nTLDs.

3.3.3. Presentation of the ".paris Premiums" operation

The .paris premiums are 3247 domain names that have been identified as having a high added value. They are auctioned on a special web platform (www.premium.paris) by thematic lots and with premium renew rates to encourage long-term use. The operation benefited from a comprehensive communication plan: press, radio spots, e-mailing to pioneers and companies with an activity corresponding to the themes and to registrars, promotions on trade fairs, relays on social networks, displays on City of Paris light panels... To date, 76 domain names had been sold in two weeks at prices close to those of the .london premiums. The results were satisfactory so far.

On its behalf, Afnic provided support for registrars with a presentation of the program during the Registrar Day on June 11, sent the technical specifications during the summer and organized webinars in September before the start of the operation.

The registrars, however, highlighted some technical problems that had been encountered when the platform opened and the complexity of the various billing levels. For launches of any special activity of this type, they wanted more communication and support from Afnic (the organization of workshops) on the potential impacts in technical terms, in terms of billing, and communication with domain name holders.

Emilie Turbat noted the request and assured them that the support system would be expanded even more for the next launches.

3.4. Conclusion

Mathieu Weill thanked the participants for the wealth of discussions and useful feedback, not only on the discussion topics. Becoming an Open Data player was highly motivating for Afnic. The requests for additions and watch-points on data publications had been noted. The work was well advanced on the 2016 registration contract and the proposed membership fees would be submitted for approval to the Board in November.

More generally, participation in consultative committee meetings remained an issue and in order to have as many participants as possible, discussion was needed on the interest of the items presented and discussed in the meetings for each of the colleges, and on developing network meeting possibilities.

The next meeting of the consultative committees is scheduled for Tuesday 15 March 2016 at 9:00 am in Paris.