

ICANN: The Case for Reform

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Overview

- Where We Are
 - An Unfulfilled Experiment
- At a Crossroads
 - Heading Towards a Cliff
- Roadmap to Reform
 - Focus on Core Mission
 - A Public/Private Partnership

WHERE WE ARE

ICANN's Mission

- Create private sector, global coordination body
 - Privatize + internationalize
 - Agile and effective
 - Better alternative to government treaty organization
 - Coordinate names, numbers, addresses?
 - Plus?
- Conceived as a bold experiment
 - Incredibly ambitious
 - No agreements, no funding model, no funds
- Three years later:
 - Can mission be achieved?

Main Thesis

- ICANN as structured *cannot* succeed
 - Much accomplished, but key goals not attainable
 - Pre-requisites for full transfer of DNS root
 - From USG
- ICANN needs *significant* structural reform
 - Amazing if it did not!
- A reformed ICANN *can* succeed
 - Tight focus on core mission
 - Which is?
- A *new* kind of *public/private* partnership required
 - Purely private will fail
 - Purely governmental highly undesirable
 - Workable balance is needed

Why ICANN Cannot Succeed

- Lack of *full participation* by key stakeholders
 - Only *real* measure of legitimacy
- Overburdened by process
 - At expense of *effectiveness*
 - Government-like layers of process
 - Without government legitimacy, resources
 - Too many distractions
- Inadequate, unreliable, US-centric funding
 - With no clear path to solution
- Not seen as credible by key stakeholders
 - Instead: A (*loud*) debating society

Key Stakeholders

- Name Registries/Registrars
 - gTLDs
 - ccTLDs
- Address Registries
- Root name server operator
- Infrastructure providers
- “Major” Users
- Governments
- Etc.

Too Much Process

- Process over Progress
 - Form over substance
 - History of ICANN as a political exercise
 - Get everyone's agreement
 - Shackle ICANN
 - Oversensitivity to role of government
 - More and more controls
 - Balance out of whack
- Process has become an end in itself
 - At expense of effectiveness
 - Too many distractions
 - At Large Elections
- Diminishes support for ICANN

Inadequate Funding

- ICANN started with no guaranteed funding
- Only registries/registrars participate
 - But not all
- Underfunded for three reasons
 - Significant budget shortfall each year
 - Accommodated by
 - Not hiring to authorized levels
 - Foregoing reserves
 - Inadequate even if fully funded
 - No backup of key individuals
 - Cannot take on needed work

AT A CROSSROADS

Status Quo Not Sustainable

- ICANN *cannot* succeed without
 - Participation by key stakeholders
 - Focus on effectiveness over progress
 - End irrelevant distractions
 - Adequate, reliable, international funding
 - Government backing for private-sector management
- Status quo *not* sustainable
 - Funding inadequate to perform core functions well
 - Unable to globalize
 - Cannot meet conditions for full transfer of DNS root from USG
 - Loss of interest
- Muddling through not good enough
 - A weak ICANN is a vulnerable ICANN
- Drift towards *government* alternative

Reform Required

- Not tinkering
 - Illusion of solutions
- Requires *radical* change
- Requires *new* mindset
- *Effectiveness* as key goal
 - Accomplishment
 - Credibility
 - Confidence
 - Participation
- A public/private partnership
 - Is there any other workable alternative?

ROADMAP TO REFORM

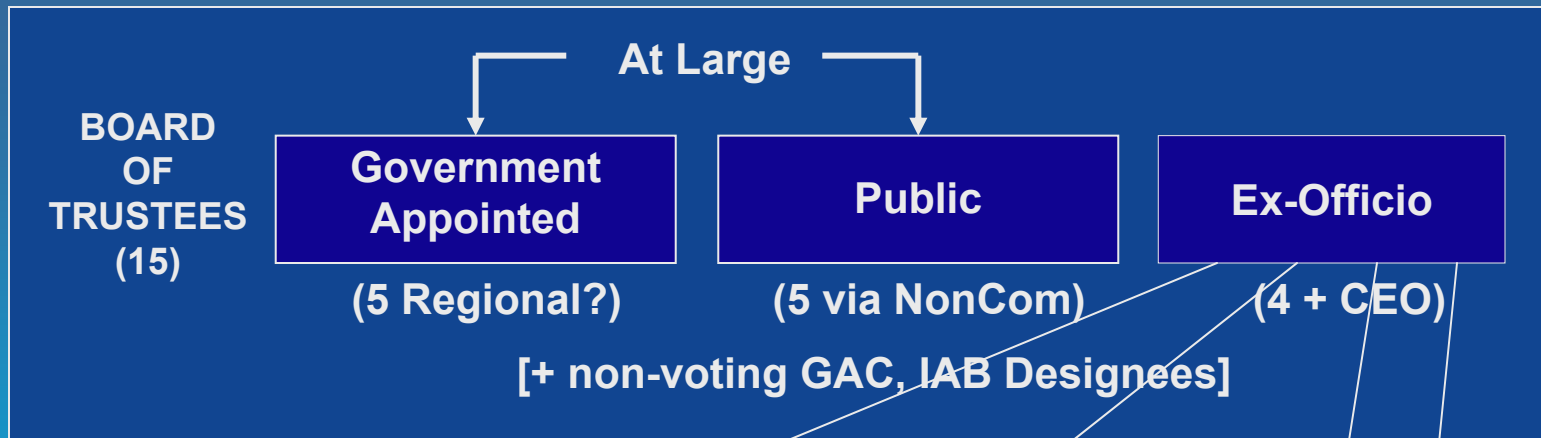
Three Pronged Approach

1. Structure
2. Funding
3. Openness and
Transparency

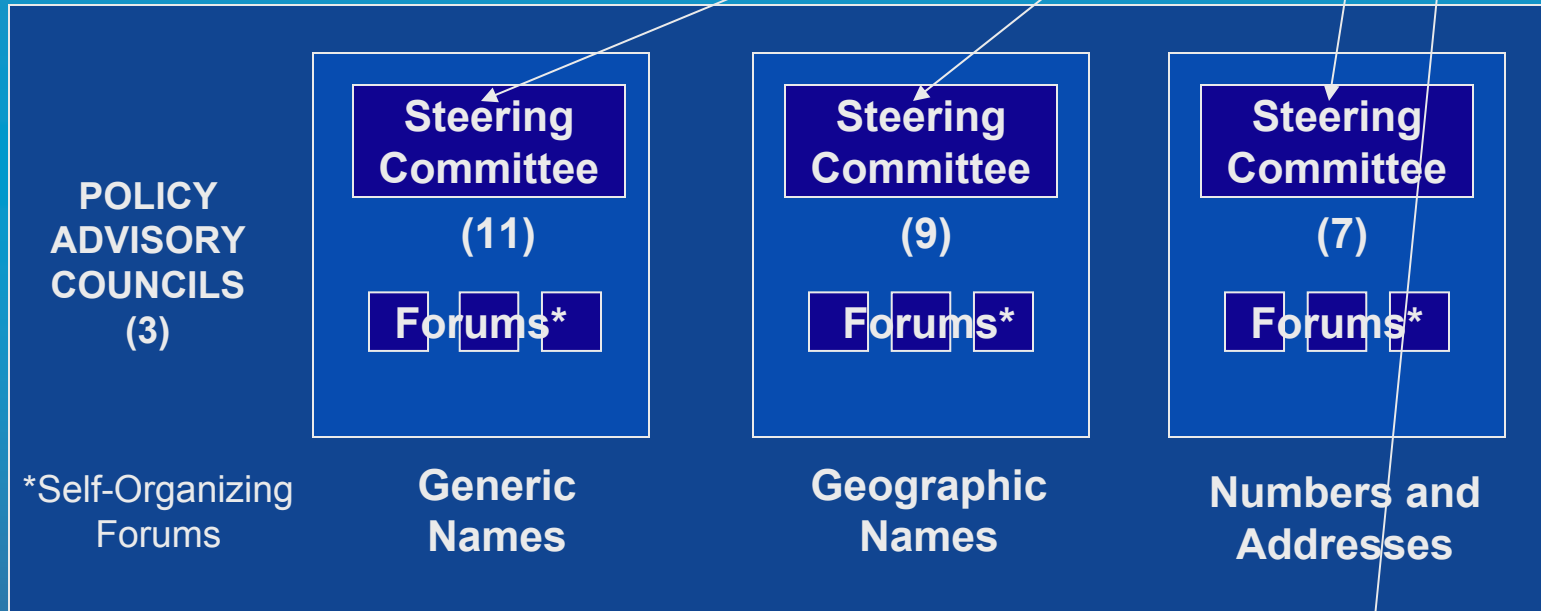
1. Structure

OMBUDSMAN

NOMINATING COMMITTEE



PUBLIC PARTICIPANT



2. Funding Principles

- Adequate, Reliable, International
- Related to Costs
 - Core
 - e.g., policymaking; root name server activities
 - Services
 - Reserves
- Bundled or Unbundled
 - Agreements vs Fee for Service
- Tiered
 - According to size, GNP etc
- Fair Share Principle for Organizations
 - Full participation = Fair share funding
- Broaden Sources
 - Signed agreements
 - Fees for service
 - Governments

3. Openness & Transparency

- Ombudsman
- Mgr. Of Public Participation
- Nominating Committee
 - Bound by constraints
 - Experience, knowledge, leadership, judgment, geographic and functional diversity, etc.
 - Stakeholder Liaisons
- Open and Transparent
- Public Conferences
 - Bi-Annual
- Objective: *meaningful* participation
 - Self-organizing forums

CONCLUSIONS

How Does This Solve The Problems?

- **Participation**
 - Carrot and Stick
- **Too much process**
 - Greater Opportunities to Act
- **Funding**
 - Broader Participation

We Need *You*

- ***Starting*** point not an ending point
- ***Need*** ideas, comments, criticisms
 - lynn@icann.org
 - comment-reform@icann.org
 - <http://forum.icann.org/reform/>
 - Q&A session
- **Directed at *all problems***
- **We must move with *dispatch***

ICANN Redux

- **A Strong Organization**
 - Effective and Agile
- **Supported by Key Stakeholders**
 - A Public/Private Partnership
- **Led by Best Team Possible**
 - Board & Steering Committees
- **Open and Transparent**
 - *Real* Participation not Process
- **Properly Funded**

THANK YOU!