

***A Structural Plan to Address Batch Pool Contention:
Partition a “Delete Pool” and underwrite it by instituting “Pay Per Command”***

As suggested by ICANN in the call for papers in advance of the meeting in Cape Town, there is contention in the batch pool driven, in large part, by the competitive market in the deleting domain space. Whether one thinks it is intractable, easily solved by appropriate technology, requiring policy changes or not really a problem at all, the value created in domain names will only drive more interest in those that delete.

Rather than limit the deleting domain space, ICANN ought to encourage it. Rather than seek to limit or constrain the deleting domain space, ICANN ought to look to different solutions that respect the legacy needs of the Internet yet allow new markets to grow.

We need to start planning for the growth and change in this industry. The primary market and the deleting domain space are seeing more demand than ever now. Yet the registries are not making any changes to accommodate this growth. Steps need to be taken to accommodate and plan for these advancements in the industry.

The deleting domain space is currently a byproduct of the Batch Pool. This is the basis for the inefficiencies. Just as parents who have young children share a room, then separate them as they mature, it is time for the Delete Pool to have its own room.

There needs to be a separate “Deletion Pool” with the sole purpose of registering deleted domains. This should eliminate the “stability” issues that the Registry has been suggesting. The last thing we want to do is identify the wrong question and create an artificial market where a natural one can exist.

Having created a distinct Delete Pool, how do we make sure that all registrars are on an equal playing field and also remove the motivation of creating new Registrars?

There is a simple solution for this: institute a “Pay per command” model

The “Pay per command” model will work within the partitioned Deletion Pool. All commands sent to the Registry will have a micro payment charge associated with them. This will be for all “add” and “check” commands.

This solution satisfies the needs and concerns of the Registry, Registrars and ICANN without destabilizing the secondary market.

Listed below are just some of the issues that the “Pay per command” and a partitioned pool addresses:

The Registry has concerns about “stability” due to the “excess load” on its servers. This is addressed by creating a segregated “Deletion Pool” which can be built in such away that it is isolated from the rest of their system.

It eliminates the need for accrediting extra Registrars for the sole purpose of registering deleting domains. This helps the Registry and ICANN administratively.

Many Registrars who use their Batch Pool connections for more than the capture of deleting domains have felt major restrictions because of the dramatic decrease in connections. By partitioning the Deletion Pool, there will be no reason to limit the number of connections.

The Registry has stated that the ratio of failed to successful “add” commands is extremely high in the batch pool. Registrars will no longer be able to afford sending the same amount of “add” commands to the registry because of the implemented fee. The economic affect will significantly lower the failed to successful “add” commands ratio. If an efficient model is not implemented by a Registrar, the Registry will be financially compensated for its extra bandwidth expenses.

Contrary to the proposed Ratio model, the “Pay per command” solution creates an equal playing ground for all registrars, but still stops the motivation of creating new Registrars for the sole purpose of Registering deleting domains. No clear advantage is given to any Registrar based on the number of legacy Registrations.

The task at hand is not to create artificial barriers that lock-in-place the market share and power of an earlier day, but to evolve to meet the needs of a changed market. It is clear that partitioning the Deletion Pool with avoid the former and deliver on the latter. It will ease the burden claimed by the Registry.

Just as clear is the need for an approach that prizes technology, not legacy. By moving to a “pay per command” model, ICANN will be rewarding innovation. This must be the hallmark of the ‘net.