

VIA EMAIL (steve.crocker@icann.org; fadi.chehade@icann.org; christine.willett@icann.org; john.jeffrey@icann.org; costa@music.us)

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Christine Willett, ICANN Vice-President of gTLD Operations;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit
Cc: Constantine Roussos, DotMusic Founder

Re: Support for DotMusic's .MUSIC Community Application

Date : 9th December 2015

Dear ICANN and Economist Intelligence Unit (“EIU”):

This is a Letter of Support for the community-based DotMusic Application (ID 1-1115-14110)¹ for the .MUSIC top-level domain. This Letter also rejects the notion that there is no music community. This global music community initiative, to launch a trusted, safe and secure .MUSIC domain (that protects intellectual property and the rights of musicians) is supported by organisations with members representing over 95% of music enjoyed globally.²

I wish also to state, that I truly believe if DotMusic don't win this application, ICANN and EUI will be setting back the world's chances of a Fair Trade Music Industry by many years.

There is no time to waste, as it is no longer viable for most musicians to earn enough of a living by making music, even when millions enjoy and/or use their work. This is due in large part to the inefficiencies, opacity and unfair practices of current services and models. We need to create an architecture and a database that holds up for generations of musicians to come and I believe DotMusic is aligned to these goals.

To do this, we need this home to build from. A protective layer, a watchful eye and an identity for us and our works to grow and blossom from. Empowering us for the first time in modern history, to shape the direction for our own collective and creative futures. To push forward and help set the standards for a much needed transparent, fair and sustainable music industry, that artists, music lovers and music services can all benefit from.

The technology is here and the time is now, to turn this top heavy, flailing, messy music industry onto its feet. Artists and musicians deserve to be up at the front and core of all that which grows, feeds upon and enjoys its bounty.

I urge you to make the right decision for our music community at large and gift us the right to have a an identity, a collective voice and a home. I even write this letter to you on my Birthday, in the vague hope that this may be a luckier day than all the others in the year for me to make a difference!

Sincerely and respectfully Imogen Heap.

¹ See <https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392>

² See <http://music.us/supporters> and <https://gtldresult.icann.org/applicationstatus/applicationdetails/downloadattachment/142588?t:ac=1392>

Links about me and further reading, relating to this plea!

Some mostly correct info on me.

https://en.wikipedia.org/wiki/Imogen_Heap

Proof that some people have heard of me, even if you haven't (not that this should matter).

<https://twitter.com/imogenheap>

A blog I wrote, urging my online community to support DotMusic and why.

<http://imogenheap.com/link/2492>

My most recent live performance, complete with magic MiMu music gloves!

<https://www.youtube.com/watch?v=7oeEQhOmGpg>

- Further reading (not that you have any time to read them, as I understand the decision is imminent!)

The guardian/Observer

<http://www.theguardian.com/membership/2015/oct/02/live-stream-imogen-heap-releases-tiny-human-using-blockchain-technology>

Forbes interview (part 1)

<http://www.forbes.com/sites/georgehoward/2015/07/17/imogen-heaps-mycelia-an-artists-approach-for-a-fair-trade-music-business-inspired-by-blockchain/>

part 2

<http://www.forbes.com/sites/georgehoward/2015/07/28/imogen-heap-gets-specific-about-mycelia-a-fair-trade-music-business-inspired-by-blockchain/>