

I understand that one of the requests of the DOC is for ICANN to conduct an Economic Study, although I must admit I can't understand why this was requested. That said, we now have another study to digest; so what does it tell us? Respectfully, the answer is not much that is too relevant. Yes, it does conclude that on balance the advantages of new TLDs outweigh the disadvantages and for that, I am grateful, but the barometer used to measure the future based on .AERO and .MUSEUM experiences, for example, is just not indicative. Forgive me for stating the obvious, but previous rounds were completely different to the round we are about to enter. Previously, ICANN chose the string and the Registry, and also attached rules, which were often rather restrictive. Now, we have entrepreneurs and many others, with marketing budgets and expertise, choosing strings for which they have significant skin in the game.

In closing, I don't think ICANN can be accused of not fulfilling its responsibilities. For what they are worth, multiple economic studies have now been undertaken and I will be the first to admit that even as a student of economics in my past, they are not a reliable indicator of the future.

Please let's put this to bed and in the words of Henry Ford, **"History is more or less bunk. It's tradition. We don't want tradition. We want to live in the present and the only history that is worth a tinker's dam is the history we made today."** May 25th 1916.

ICANN, please make history today, before all our marketing dollars are spent on survival wages and your credibility is genuinely lost.

Respectfully, Daniel Schindler