*Business Constituency FEEDBACK & INPUT*

**Focus Area: III. Supporting a healthy unique identifier ecosystem**

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| **General Feedback**  *What are your thoughts on this Focus Area?* |
| Given the stated Vision and Mission, both of which talk first and foremost about the ‘secure and stable operation of the global system of unique identifiers’, the BC cannot imagine an operating plan of any kind where this did not remain a priority. Additionally, a word like “Supporting” implies that ICANN has a secondary role. This focus area is clearly ICANN’s primary role. So a more active word like “Maintaining” or “Enabling” may be better here. |

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| **Focus Area Goals**  *As listed in the Focus Area section of the draft* | **Business Constituency Comments**  *What are the specific outcomes or achievements we should target for this effort?* |
| Foster and coordinate a secure, stable and resilient identifier ecosystem, including the stable, secure, trusted operation of the DNS. | We suggest making this goal more precise by replacing it with specific goals around security, stability, and resiliency. With respect to concrete steps to implement these goals, ICANN should consider:  -- Support for training and informational sessions for communities of relevance (DNS providers, registries, registrars, hosting companies, ISPs, IXPs) in collaboration with community experts and resources regarding best practices; and  -Increased enforcement actions against those who fail to comply with security and stability policies.  --Hiring additional staff with expertise in this area.  -Focus on developing country ICT associations and consortia that can demonstrate sustainable collaboration initiatives  --Publishing informational and compliance metrics in this area.  --To Improve the uniformity and consistency of implementation of the UDRP across UDR providers and to eliminate bias". For the measurement criteria - conducting an outside, expert audit/white paper reviewing the implementation of the UDRP and then making specific policy changes based on the findings of the audit/white paper review. |
| Plan for emerging changes in the use of domain names and other identifiers. | The BC suggests that this goal should be clarified, as it is not clear what is meant by “emerging changes.” However, one important component of meeting this goal will be to forecasting actual use-changes are for domain names, IP Addresses and protocol ports. The BC suggests that ICANN execute a forecasting study and use those results to refine this goal and the tactics for implementing it, while taking care not to promote, or act as an advoritial /promoter of particular approaches. To maintain its role as a trusted steward of the DNS, ICANN needs to return to a more neutral approach in conveying information, including risks and threats in the information provided, not just ‘opportunity’ promotion. |
| Develop a technology roadmap for domain names and other identifiers to help guide ICANN activities and inform the Internet ecosystem. | The Business Constituency believes that this roadmap will be a component of developing a plan for emerging changes in the domain space, as such, should be subsumed in the discussion of the previous goal. |
| Develop a technology roadmap for ICANN and security operations to support the operational stability, reliability, resiliency, security, and global interoperability of the DNS. | The Business Constituency strongly supports this goal and suggests that it should be the first priority under this focus area. Note that an important part of both this roadmap and the overall plan for adapting to emerging changes in the domain name space is building a contingency plan for risks, threats, breaches and failures. |
| Coordinate a responsible opening of the DNS for “creative disruption” and innovation. | The advent of such a massive number of new gTLDs is a big change in the DNS. The impact of this change on the stability and resiliency of the DNS should be studied and assessed. ICANN has a duty to undertake such a study when 100 new gTLDs are live in the root. A linkage back to this kind of accountability needs to be reflected in the Strategic Plan, including metrics for failure by the staff and Board to fulfill the accountability requirement. |
| Support the evolution of the domain name marketplace to be robust, stable and trusted. | The BC has long supported this as a core priority for ICANN and has incorporated this in our own mission statement. |
| Support the attainment of broad-scale adoption and operation of IPv6 throughout the Internet. | The BC agrees that IPv6 adoption should be a key priority for ICANN as should maintaining a stable, predictable IPv4 environment, as IPv4 networks are not disappearing, and must co exist. |

Authored by Tim Chen on behalf of the Business Constituency, **,** posted for member comment on 18th January 2014. BC Member comments incorporated by Chris Chaplow on 31 January 2014.