Call for Participation on Vertical Integration Policy Development Process (PDP) Working Group

Volunteer : Phil Buckingham

Statement of Interest :

Date Saturday 20 March 2010

I have read the GNSO Working Group Guidelines , namely to addresses what should be considered in creating , purposing, funding , staffing and instructing/ guiding a WG to accomplish the desired outcome ( the chartering process) and

secondly, what guidance should be provided to a WG on elements such as structuring , norming , tasking , reporting and delivering the outcome (s) as chartered ( the working group process).

The idea of a Working Group is to have a broad representation and participation .

My submission is from a “real person “ ,in my own capacity. I do not represent any companies , organisations , have no vested interests or conflicts of interest. I will not receive any tangible or intangible benefits by participating in the WG. I simply wish to be involved in the PDP to define the range of restrictions on vertical integration that are currently in effect , to serve as a baseline to evaluate future proposals .

My background , employment & experience within the DNS and in new gTLDs is as follows:

I am a UK accountant (ACCA) by training.I also hold a Hons Degree in Business Studies from a UK University.

I was one of the co founders of Netnames , a UK based registrar back in 1995. I was its CFO ( Chief Financial Officer). Having merged and floated this company with Netbenefit I left the Group in 2000.

I no longer have any connections, share ownership with this company , now called Group NBT. Following mergers with Ascio it is now probably the largest registrar in Europe , with 12 offices around the globe.

It has the ability to sell any domain extension , whether ccTLD or gTLD , on behalf of a registrant . It has a corporate domain portfolio acting for global brands which is second to none, acting as the “middleman” between the registrant and the registry , to whom the registrant wishes to purchase a domain name (s) from.

Although , I was involved in the launch of .eu and ran other domain registrar companies I returned to ICANN meeting in Sydney ( 2009) with the view of applying for a new gTLD , .royal.I feel that I am well known in the DNS community and they would respect my participation and contribution to the Virtual Integration development process.

I have spent my business career in DNS on the original value chain structure of registrant to registrar to registry. Each would have a contract and a pricing structure with an organisation ( and only that organisation ) next , further up the value chain . I feel I am very conversant with issues on vertical integration as highlighted in the December 04 2009 report.

I am very much looking forward to participating in this WG ‘s first meeting scheduled in the week 22- 26 March.

regards

Phil Buckingham