



Trusted. Safe. Licensed.

Enhanced Safeguards to Protect IP.
Monies Flow to the Music Community.
Governed by the Global Music Community.
Available to the Entire Global Music Community.

Public Comments to ICANN & Economist Intelligence Unit

The purpose of this letter is to recommend that the governing body of the Internet's namespace ICANN and the EIU Panel award DotMusic Limited (Application ID 1-1115-14110) community priority status because DotMusic is the only applicant that surpasses the Community criteria because it is inclusive of the entire global Music Community and ensures it is governed under a multi-stakeholder model of fair representation irrespective of type, size or locale or type.

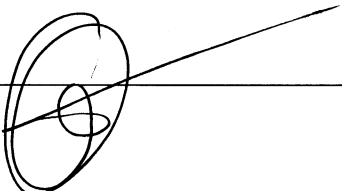
Global access should be open to strings which do not rely on the Internet for earning a living through intellectual property monetization. Global access should also be open to those strings that do not operate in a regulated sector. If global access creates a likelihood of harm, rampant piracy and abuse then Community membership verification criteria must be imposed to protect the respective Community and Internet users. The .MUSIC string is a sensitive string that operates in a highly regulated sector. It is well-documented that it has been subject to substantial abuse by pirates involved in mass music copyright infringement or cybersquatters registering artists' names in bad faith.

DotMusic's Application incorporates more music-focused policies and enhanced safeguards than any other .MUSIC Applicant, including a responsible approach to verify members of the Community to prevent bad actors from abusing the string since it is highly vulnerable for abuse. DotMusic will efficiently serve the global Music Community and ensure that the Community controls .MUSIC and that monies flow to the Community through legally-licensed .MUSIC sites and Community organizations.

There is deep concern that policies in .music LLC's Application (ID 1-959-51046) are not aligned with its Mission. Its Application does not meet the Community criteria because it excludes a significant portion of the Community from registering .music domains. It also excludes all of DotMusic's Community organizations (constituting a majority of the Community) from offering .music domains to its legitimate members. Their Application also lacks naming policies which will increase abuse and cybersquatting because registrants would be allowed to register any name they want. Also their policies do not have usage or content format mandates (i.e non-music-related activities are allowed). This will compromise the quality and trust of .MUSIC domains harming the global Music Community and the user's experience.

GAC (which consists of over 130 governments) advised ICANN to give preferential treatment to Community applicants with demonstrable support. As such, it would be against the global public interest to allow .MUSIC to be purchased in an auction by technology companies, such as Google or Amazon, or portfolio applicants whose policies lack enhanced safeguards to protect intellectual property and are in conflict with the interests of the Music Community.

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