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Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Akram Attallah, ICANN President of Generic Domains Division;
Christine Willett, ICANN Vice-President of gTLD Operations;
Cherine Chalaby, ICANN Chair of the New gTLD Committee;
Thomas Schneider, ICANN Chair of Government Advisory Committee;
Cyrus Namazi, ICANN Vice-President of DNS Engagement;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit

Re: Support for .MUSIC Community-based Application¹ with Enhanced Safeguards

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

Please accept this letter on behalf of our organisation, Bundesverband Musikindustrie (“BVMI”),² to express our support for the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

BVMI is a relevant, non-negligible and globally-recognized music organization representing over 85% of music consumed in Germany, the world’s 3rd largest music market globally.³ BVMI is *mainly* dedicated to the music community through its advocacy for the development of national and international copyright, the provision of adequate legal frameworks to efficiently protect intellectual property, the strengthening of the music industry as an essential pillar of the growing creative industries, and the recognition of music as an important cultural and economic public resource. BVMI serves the music community in all aspects, including economic, legal, political and social. BVMI’s objectives include the mediation of the economic and creative relationships within the music community, the provision and communication of relevant sector data, strengthening awareness of the value of intellectual property, and the education about legal and illegal use of music and other media content on the Internet.⁴ Respecting and protecting music rights serves both the global music community and the public interest. Our organisation supports the position of the International Federation of the Phonographic Industry,⁵ which endorses DotMusic because it has “publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringe-

¹ <https://gtldresult.icann.org/application-result/applicationstatus/applicationdetails/1392>, DotMusic Limited Application ID 1-1115-14110

² <http://www.musikindustrie.de>

³ See IFPI Digital Music Report 2015, <http://www.ifpi.org/downloads/Digital-Music-Report-2015.pdf>, Pg. 31

⁴ <http://www.musikindustrie.de/ueberuns/>

⁵ The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, <http://www.ifpi.org/about.php>

ment.”⁶ Our organisation also supports the positions expressed in the letter⁷ sent to ICANN (on March 5th, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing “over 80% of the world’s music,” and the letter⁸ sent to ICANN (on March 7th, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] “community” application for .MUSIC and that “we expect...the community application process...to have meaning and for the community preference criteria (CPE)...to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind” and for ICANN “to expeditiously implement appropriate changes to address [concerns].” We also support the positions in the letter⁹ sent to ICANN (on April 14th, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their “support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest.”

Respectfully submitted,



Dr. Florian Drücke
Geschäftsführer
Bundesverband Musikindustrie e.V.



René Houareau
Leiter Recht & Politik
Bundesverband Musikindustrie e.V.

Date: 18.8.2015

⁶ <https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf>

⁷ <https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf>

⁸ <https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf>

⁹ <https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf>