



To: 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; and
Constantinos Roussos, Founder of DotMusic

R'r: **Support for DotMusic Limited's .MUSIC community-based Application ID 1-1115-14110¹**

Dear ICANN and Economist Intelligence Unit ("EIU"):

Our music organisation, Jeuneses Musicales International ("JMI"),² supports the community-based DotMusic Application for .MUSIC to safeguard intellectual property and serve the legitimate interests of the entire global music community, regardless of size, locale or constituent type, which include commercial, non-commercial and amateur music stakeholders.

JMI is the world's largest music youth organization covering over 5 million music community members aged 13-30. JMI is the largest youth music non-governmental organization (NGO) in the world, created in Brussels, Belgium in 1945 with the mission to "enable young people to develop through music across all boundaries" powered by its 230 staff members and 2,200 volunteers. Through some 36,000 activities that embrace all styles of music, JMI coordinates cross-border exchange opportunities on the international level and has established four priority activity fields: Young musicians, young audiences, youth empowerment and youth orchestras and ensembles. With member organizations currently in 45 countries and contact organizations in another 35, JMI is a global network providing opportunities for young people to engage with music. JMI places empowerment, with its emphasis on social inclusion and cohesion, at its core. For over 60 years, JMI has been 'Making a Difference through Music', using the power of music to bridge across social, geographical, racial and economic divides and creating a platform for intercultural dialogue in 2000 cities.³

JMI is a globally-recognized organization, which is affiliated with the International Music Council ("IMC"), a music network covering 200 million music community members and over 1000 organizations in over 150 countries that was founded in 1949 at the request of the Director-General of UNESCO⁴ as a non-governmental body to the agency on musical matters.⁵ JMI is an IMC partner for its Music Empowers Global Youth ("MEGY") project.⁶

¹ <https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails:downloadapplication/1392?t:ac=1392>

² <http://www.jmi.net>

³ <http://www.jmi.net/page.php?n=2&s=1>

⁴ <http://www.unesco.org/new/en/unesco/about-us/>

⁵ <http://www.imc-cim.org/about-imc-separator/who-we-are.html>

⁶ <http://www.imc-cim.org/programme/music-empowers-global-youth-programmes/megy-partners.html>



The purpose of this letter is to confirm our support for DotMusic Limited⁷ (commonly-known as “.MUSIC” with Community Application ID 1-1115-14110) to operate the .MUSIC community-based top-level domain under a global music community multi-stakeholder governance model with enhanced safeguards tailored to serving the interests of the global music community, including both commercial and non-commercial stakeholders.

DotMusic’s community definition – a “strictly delineated and organized community of individuals, organizations and business, a logical alliance of communities of similar nature that relate to music” (See Application, 20a) – matches the applied-for string since it represents the entire global music community and allows all constituents, including both commercial and non-commercial stakeholders, to register a .MUSIC domain without any conflicts of interests, over-reaching or discrimination. The definition is similar to the Wikipedia’s “Music Community” definition:

Music community is defined as a logical alliance of interdependent communities that are related to music, which include commercial participants...and non-commercial participants... UNESCO identifies the music community as a “community of identity”, implying common identifiable characteristics and cohesive attributes such as sharing a music culture, norms and subscribing to common ideals related to music...The music community is not defined as much by demographic indicators such as race, gender, and income level, as it is by common values, cohesive norms and interconnected structures to build a community identity. It refers to music-related individuals and organizations in a shared environment with shared understandings and practices, modes of production and distribution. The shared organization of collective musical activities, identity and community value is created as result of infrastructure and a shared set of common values...Many studies outline the historical, cultural, and spatial significance of the music community, including how its identity is formed through musical practices. The music community shares a cohesive and interconnected structure of artistic expression, with diverse subcultures and socio-economic interactions between music creators, their value chain, distribution channel and fans subscribing to common ideals. Under such structured context music consumption becomes possible regardless whether the transaction is commercial and non-commercial.⁸

DotMusic is the only .MUSIC application which incorporates music-tailored Enhanced Safeguards and Registration Policies aligned with its community-based purpose, such as:

- Its multi-stakeholder governance structure of fair representation under the .MUSIC Advisory Committee that includes all music constituents represented by the string;
- Restricting “Eligibility” to verified members of the global Music Community, including members of recognised DotMusic .MUSIC-Accredited Music Community Member Organisations (MCMOs);
- Validating members by mandating two-step email and phone authentication of all Community members;
- Cross-checking all domain registrations with the .MUSIC Globally Protected Marks List (“GPML”) that supersedes any registration phase and protects the names of famous music artists, brands and companies. The GPML also blocks the registration of known music pirate names e.g. “PirateBay”;

⁷ <http://www.music.us>

⁸ Music Community. In *Wikipedia*. Retrieved February 2, 2015, from https://en.wikipedia.org/wiki/Music_community

- Launching in phases that provide a fair, responsible and non-discriminatory allocation of domains to eliminate cybersquatting of famous music brands and to ensure all music-related rights holders can claim their domains. Phases include (i) Sunrise, reserved for rights holders with music-related trademarks; (ii) the MCMO domain allocation phase, reserved for members of DotMusic-accredited .MUSIC Community Member Organisations (MCMOs); and (iii) Landrush. To ensure fairness, no conflicts of interest and non-discrimination, all multiple applications for the same domain will be decided upon via a mini-auction after each phase. After all phases are completed, domains will be available for all global music Community members (including non-MCMO members) on a first-come first-serve basis under General Availability. All members must identify the music community they belong to and also verify themselves via a two-step phone and email authentication;
- Mandating “Name Selection” naming conditions to prevent cybersquatting and abusing music-related names by restricting registrants to registration of domains under their name, acronym, “doing business as (D.B.A),” description or mission;
- Restricting “Content and Use” of .MUSIC domains to only music-related legal content and limiting usage on .MUSIC domains to only music-related legitimate activities. Such activities include only allowing music content that is owned, licensed, or otherwise have rights to. Other “Content and Use” restrictions include prohibiting parking pages and the registration of a domain containing an established music brand’s name in bad faith that might be deemed confusing to Internet users and the Music Community;
- Incorporating both proactive and reactive “Enforcement” measures. Proactive measures are taken at the time of registration. Reactive measures are addressed via compliance and enforcement mechanisms and through dispute processes. These include a comprehensive list of investigation procedures, random checks and circumstances in which DotMusic can suspend domain names if its Registration Policies and Enhanced Safeguards are violated, such as music copyright and trademark infringement;
- “Enforcement” includes appeals mechanisms which enhance accountability to the Community by providing registrants the opportunity to appeal any .MUSIC domain compliance matter. After notification of a compliance violation, registrants are given the opportunity to appeal and fix the compliance violation. DotMusic will provide registrants reasonable time to address the Registration Policy compliance matter. DotMusic has also incorporated all RIAA-recommended music-tailored intellectual property protection safeguards. These include provisions to stop domain hopping, takedown policies, authorizations, permanent blocks, privacy/proxy provisions, true name/address provisions and trusted sender complaint policies;
- Addressing allegations if domain is not used for legitimate music purposes or otherwise infringes on DotMusic’s Registration Policies. “Enforcement” measures and appeals are provided under the provisions of the music-tailored .MUSIC Policy & Copyright Infringement Dispute Resolution Process (“MPCIDRP”), which includes specific appeals/reconsideration requests heard by the Registry and the “National Arbitration Forum,” the DotMusic-approved independent, alternative Dispute Resolution Provider (“DRP”).⁹

⁹ National Arbitration Forum (“NAF”), the .MUSIC Policy & Copyright Infringement Dispute Resolution Process (“MPCIDRP”), <http://domains.adrforum.com/main.aspx?itemID=2195>. Refer to the DotMusic MPCIDRP document at <http://domains.adrforum.com/resource.aspx?id=2190> for more detail on appeals mechanisms



We support the positions expressed in the global music community coalition letter¹⁰ sent by Victoria Sheckler to ICANN on March 5th, 2015 and the independent global music community coalition letter¹¹ sent by Rich Bengloff on March 7th, 2015 to support “community” 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 agree that the .MUSIC string must serve the global music community and the global public interest by incorporating music-focused Enhanced Safeguards to serve the community under a .MUSIC community-based string governed by the global Music Community following a multi-stakeholder approach of fair representation of all types of global music constituents, including a rotating regional advisory board working in the best interests of the Music Community encompassing global-reaching commercial and non-commercial or amateur stakeholders.

Respectfully Submitted,

Brussels, 24/03/2015

Blasko Smilevski
JMI Secretary-General

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¹⁰ <https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf>

¹¹ <https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf>