



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.

Comments to ICANN & Economist Intelligence Unit

The purpose of this letter is to recommend that 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. DotMusic's Application includes more music-focused policies and enhanced safeguards than any other .MUSIC Applicant, including a governance structure representing the entire global Music Community irrespective of type, size or locale. 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 opposition to policies in .music LLC's Application (ID 1-959-51046) that are not aligned with its Mission to serve all legitimate global music constituents. Its Application does not meet the Community priority status criteria because it excludes a significant portion of the Community from registering .MUSIC domain names and excludes new legitimate music community organizations formed after 2007 (especially those from developing territories) from offering .music domains to their members. It also excludes all of DotMusic's Community organizations (members of whom constitute a majority of the Community) from offering .music domains to their legitimate music members. Their Application also does not have naming policies. The absence of such policies will increase abuse and cybersquatting because registrants would be allowed to register any domain name they want, even under another entity's name. Also their policies do not have usage or content format mandates. This means that the content posted or usage of .MUSIC domain names would not be restricted only to music-related activities. This will compromise the quality control and trust of .MUSIC domain names.

The Government Advisory Committee (GAC), which consists of over 130 governments, has advised ICANN to give preferential treatment to Community applicants with demonstrable support and to address its concern over "discrimination in restricted TLDs" (Top-Level Domains) such as .MUSIC. As such, it would be against the global public interest and GAC advice to allow .MUSIC to be purchased in an auction by companies with market power, 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. The .MUSIC domain is a highly sensitive string operating in a highly regulated, IP-driven sector. To ensure trust, safety and accountability .MUSIC is optimally suited to be governed by the Music Community under DotMusic's Application to serve Music Community interests.

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