



NOMINET

.UK Policy Stakeholder Committee Meeting

22nd June 2016

Attendees: David Abrahams; Liz Coll; Carolyn Kimber; Pete McDougall; Vicki Nash; Abigail Saul; Antony Walker

Apologies: Garreth Cameron; Richard Hyde; Gilad Rosner; Dave Thomas

Nominet Policy Team: Richard Plater

Welcome

The committee welcomed Antony from techUK as a new member. The Policy Team gave a brief organisational update noting the Leanne Kenny will be leaving the Policy Team to take up a new role as Member Engagement Lead.

.UK Marketing Strategy Briefing

Getting businesses online

Richard gave a summary of some research commissioned by Nominet looking at the online activity of small businesses in various trades in the construction sector. The research also asked those businesses that have an online presence via a domain name, rather than via other platforms, what benefits they have seen and those businesses with no online presence what barriers to uptake they had experienced. The research findings have also been broken down by geographical regions.

It was noted that the rationale behind the research was to identify business sectors where uptake of domain names and associated online services is low and how this low uptake might be addressed. The research was designed to inform marketing campaigns that set out the benefits, particularly in terms of lead generation and profitability, that an online presence brings to small businesses.

The Policy Team confirmed that tradespeople were the first audience identified for a targeted marketing campaign through a website hosted at: <http://tradebetteronline.uk/>. A number of the key research findings have been made public via an [infographic](#).

The Policy Team added that while this work was prompted by our commercial agenda, the focus of the campaign to help more small businesses get online is something that supports broader public policy objectives. Future research and campaigns will be aimed at other market sectors where Nominet can identify the potential for small businesses to benefit from an online presence.

The committee discussed the research findings and a number of external research pieces were highlighted by committee members that could complement the Nominet research. It was noted that some trade sectors that are used to generating business by word of mouth may naturally feel that social media is a better fit for their first steps online. Messaging around the advantages for businesses of having their own space online via a domain name, rather than a social media platform, might be valuable.

Regarding barriers to take-up it was noted that there could be issues additional to those outlined in the Nominet research, which highlighted a lack of awareness of the benefits and cost concerns. There could be a skills gap in terms of both technical skills and the softer communications skills required for individual traders to have a confident online presence. Future research could aim to explore these areas and thought should be given to messaging aimed at de-mystify the process of getting online and giving confidence to users.

Finally it was noted that there could be cultural barriers or language barriers to online adoption in certain communities or trade sectors. It was noted that attempts to address these issues may fall into areas of social policy and the Policy Team added that the research findings could feed into the company's broader thinking around public benefit initiatives or similar thinking by the Nominet Trust.

The Policy Team thanked the committee for their input and confirmed that their comments would be fed back internally.

- Action: Policy Team to circulate links to the trade better online website and associated infographic to committee members.
- Action: Policy Team to feed back internally committee thoughts on marketing insights and highlighted external research.

RoFR research

The committee was given a brief overview of research conducted on the awareness amongst domain name holders in general and holders of third level .UK domain names in particular regarding the availability of second level .UK domain names. This research then went on to assess the levels of awareness of their right amongst those with a right of first refusal (RoFR) to a second level .UK domain name.

The Policy Team noted that this research has quantified an awareness gap that the company will now seek to address. Committee members endorsed the view that this awareness gap should be tackled and noted that it would make sense to share these findings with member registrars. The Policy Team confirmed that this is planned via a webinar scheduled for 6th July.

Parliament & Internet Conference

The Policy Team presented a briefing note to the committee regarding the current thinking on the programme for the Parliament & Internet Conference, which is scheduled for 27th October 2016 and which Nominet is sponsoring.

Committee members were asked for thoughts on discussion themes, session structures, and possible speakers. The Policy Team confirmed they will report back internally the committee's thoughts and may ask for further feedback as the programme develops. The finalised conference programme will be made public in due course.

- Action: Policy Team to develop the conference programme further.
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Nominet Update

Committee remit

The Policy Team noted that following recent discussions with the committee a final version of a refreshed remit for the committee has been drafted. The Policy Team confirmed that the new remit will be shared publicly through updates to the relevant section of the Nominet website.

- Action: Policy Team to publish the agreed new committee remit on the Nominet website

DRS Review

The Policy Team noted that 21 responses were received during the recent DRS comment period from a broad range of interested parties. The new proposed policy has now been finalised paying particular attention to the significant feedback received regarding "initial interest confusion".

The Policy Team thanked committee members for their work in promoting the comment period to their networks and confirmed that the proposed new policy, comment period responses where there are appropriate consents, and a proposed timescale for implementation of the new policy will be published in due course.

Zone file access

The Policy Team confirmed that as of 17th May a number of zone file data sets relating to each .UK extension managed by Nominet have been made available to members subject to a number of contractual safeguards. The files will have all the resource records associated with each zone but no WHOIS data.

It was noted that over 120 existing members have applied for access and that a small handful of organisations have applied to become members in order to gain zone file access alone.

AOB

None