

## **Preliminary Report as ALAC LIASON at Dot-Mobi Policy Advisory Board**

Despite the position I was appointed starts on duty in 2009, and during the entire year I will be displaying monthly reports to ALAC and to the At Large Community, the brief contact I had with my new work at Dot-Mobi Policy Advisory Boards shows me that there is really little information available for the community, and even less in other languages than English.

I consider useful to start with some Outreach in Basic Information:

### **¿What is Dot Mobi?**

**DotMobi** is the informal name of “*mTLD Top Level Domain Ltd*”, a Company who was appointed by ICANN as the official global registry for the .mobi top level domain.

The .MOBI Top Level Domain is a General Top Level Domain approved by ICANN on July 11<sup>th</sup> 2005, and has the category of “Sponsored Top Level Domains<sup>1</sup>”.

**DotMobi** is backed by leading mobile operators, network device manufacturers and Internet content providers. The investors list is long, and includes: Ericsson, Google, GSM Association, Hutchison, Microsoft, Nokia, Orascom Telecom, Samsung Electronics, Syniverse, T-Mobile, Telefónica Móviles, TIM, Visa and Vodafone.

### **¿What is Dot Mobi MAG?**

The dotMobi Advisory Group (MAG) is a dotMobi accredited independent not-for-profit industry forum with the goal of ensuring that the dotMobi Top Level Domain (.mobi) is operated in the best interests of the global dotMobi community and the Internet at large.

The MAG is a global forum exploring the dotMobi technical style guides and best practices, domain policies and commercialisation initiatives, providing policy advice to dotMobi through the Policy Advisory Board (PAB).

The MAG members are: [http://www.advisorygroup.mobi/mag\\_members.htm](http://www.advisorygroup.mobi/mag_members.htm)

### **The MAG Mission and Objectives**

The MAG primary mission is to provide policy input to the dotMobi Policy Advisory Board (PAB) with the goal of ensuring that the mobile Top Level Domain (mTLD) is operated in the best interests of the dotMobi community and the Internet at large.

To accomplish the Mission, MAG will have the authority to designate the five (5) members of the PAB representing the mobile industry and Information, Communications and Technology ("ICT") sector participants and associated trade

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<sup>1</sup> [http://en.wikipedia.org/wiki/Sponsored\\_top-level\\_domain](http://en.wikipedia.org/wiki/Sponsored_top-level_domain)

organizations. In designating such members, the MAG will ensure that its delegates to the PAB represent the functional and geographic diversity of the commercial mobile and ICT community. The five delegates selected by MAG to serve on the PAB must include individuals from at least three (3) of the regions recognized by ICANN and must include at least one member from each of the major industry sectors, including:

- Mobile content providers
- Developers
- Mobile network operators
- Mobile device manufacturers
- Information, Communications and Technology vendors
- Internet domain vendors and registrars
- Industry trade associations and forums

The MAG objective is to provide its members a global forum to openly discuss industry-wide issues, agendas and services related to the dotMobi company as well as a place to explore the commercialisation opportunities .mobi domains have to offer globally. Through the MAG, members are empowered with a structured, collaboration platform to get direct feedback from the dotMobi company and its stakeholders.



### ¿What is the Policy Advisory Board?

The Policy Advisory Board (PAB) provides a vital link between mTLD and the dotMobi Advisory Group (MAG). The PAB is a sounding board for mTLD and it appraises the company of any wider public policy issues which may have an impact on dotMobi's operations.

The PAB develops policy proposals for consideration by stakeholders and/or mTLD and consults with interested parties, including the MAG, where appropriate.

The ten elected members represent a broad spectrum of the mobile, Internet and user communities. Five MAG Steering Committee members automatically have a place on PAB. The 5 non-MAG members of PAB are appointed as follows: one (1) member shall be appointed by the ICANN At Large Advisory Committee (ALAC), one (1) shall be appointed by the ICANN GNSO Noncommercial Users Constituency (NCUC) and one

(1) shall be appointed by the registry contractor. The remaining two positions are intended to be representatives of individual Internet users and noncommercial NGOs.

I will be a PAB Member for 2009 year at Dot Mobi, with a permanent advisory role by mailing lists, monthly teleconference and face to face meetings.

Also will ALAC Liason at Dot Mobi and will be providing monthly reports to that committee telling important matters related to Individual Internet Users's interest in Mobile Internet, taking in **special consideration** to disclose only the information which is not considered confidential by Dot Mobi.

During the whole year I would be also available for e-mail questions at andrespiazza (at) densi.com.ar