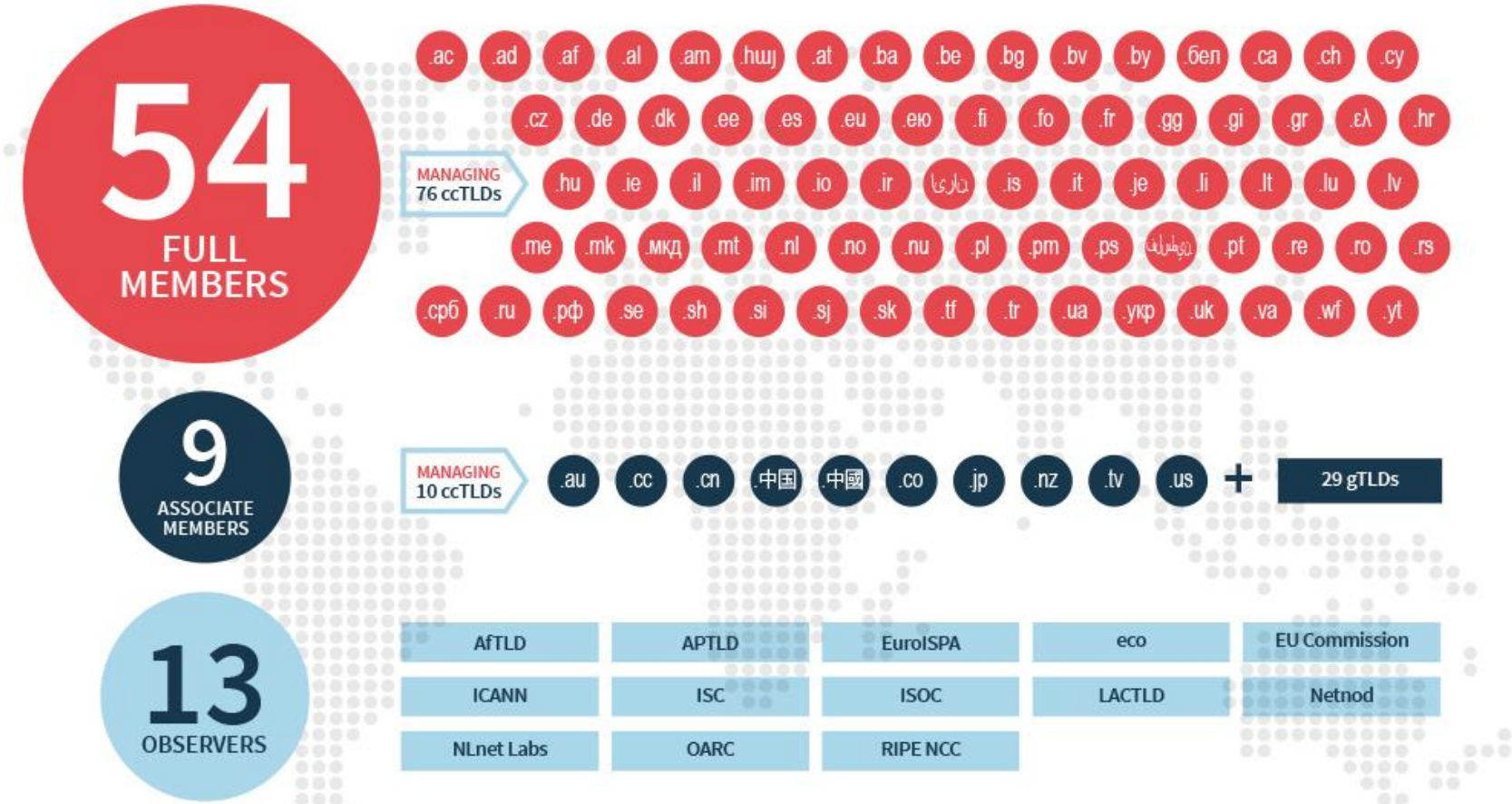
Council of European National Top-Level Domain Registries

One-person comms team?

Alexandrine Gauvin
alexandrine@centr.org
European Communication Summit
Brussels, Belgium
29 June 2017


54
FULL MEMBERS
MANAGING 76 ccTLDs
.ac .ad .af .al .am .հայ .at .ba .be .bg .bv .by .бел .ca .ch .cy
.cz .de .dk .ee .es .eu .ею .fi .fo .fr .gg .gi .gr .ελ .hr
.hu .ie .il .im .io .ir .ایران .is .it .je .li .lt .lu .lv
.me .mk .мкд .mt .nl .no .nu .pl .pm .ps .پاکستان .pt .re .ro .rs
.срб .ru .рф .se .sh .si .sj .sk .tf .tr .ua .укр .uk .va .wf .yt
9
ASSOCIATE MEMBERS
MANAGING 10 ccTLDs
.au .cc .cn .中国 .中國 .co .jp .nz .tv .us + 29 gTLDs
13
OBSERVERS
AfTLD
APTLD
EuroISPA
eco
EU Commission
ICANN
ISC
ISOC
LACTLD
Netnod
NLnet Labs
OARC
RIPE NCC

Domain Name System = Decent website required

www.communication-summit.**eu**	**EURid**
www.belgianrail.**be**	**DNS Belgium**
www.bahn.**de**	**DENIC**
www.vueling.**es**	**Red.es**
helpline@foodstandards.gsi.gov.**uk**	**Nominet**
.[country code]	***[Registry]***

Council of European National Top-Level Domain Registries

The association for exchange, dialogue and innovation of country code domain registries in Europe

Meetings
- Working Group Workshops
- General Assemblies
- Registrar Days
- Jamborees

Members
- European ccTLDs
- Other TLDs
- 53 Full Members
- 9 Associate Members
- 10 Observers

Working Groups
- Marketing
- Technical
- Legal & Regulatory
- Administrative
- Internet Governance
- Security
- Research & Development

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- LinkedIn: /company/centr

Services
- Expertise and knowledge-sharing
- External meetings (ICANN, IETF, RIPE)
- Meeting reports
- Surveys
- Platform for members
- Data and statistics
- Internet Governance issues
- Technical trainings
- Advocacy and education
- Information for members
- Industry news and updates
- Information about the DNS
- Internet ecosystem training
- EU policy

Board of Directors

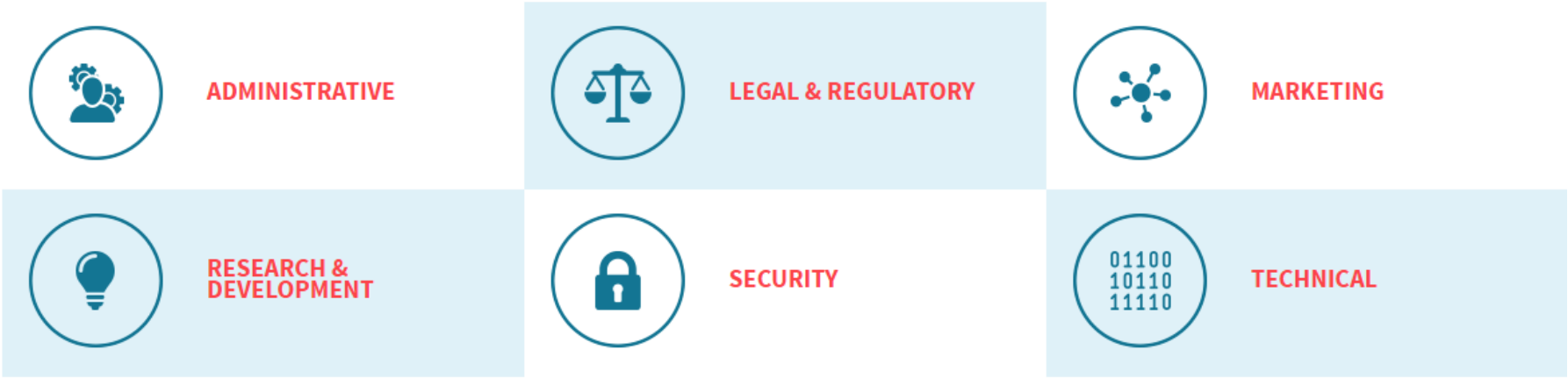
Danko Jevtović (Treasurer), Irina Daniela, Jörg Schweiger (Chairman), Elisabeth Ekstrand, Pierre Bonis

Team

Linda Verhaegen (Office Manager), Patrick Myles (Data Analyst), Peter Van Roste (General Manager), Alexandrine Gauvin (Communications Manager), Nina Elzer (Policy Advisor)

The project: new website

- Main goal: **information organisation** (review tagging system)
- Improved search (library)
- Survey tool
- Event pages
- Etc.



Challenge: complexity

- Access levels

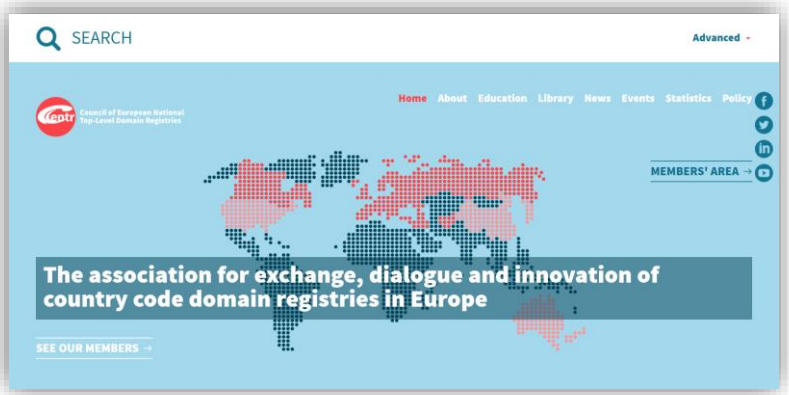
Members' platform

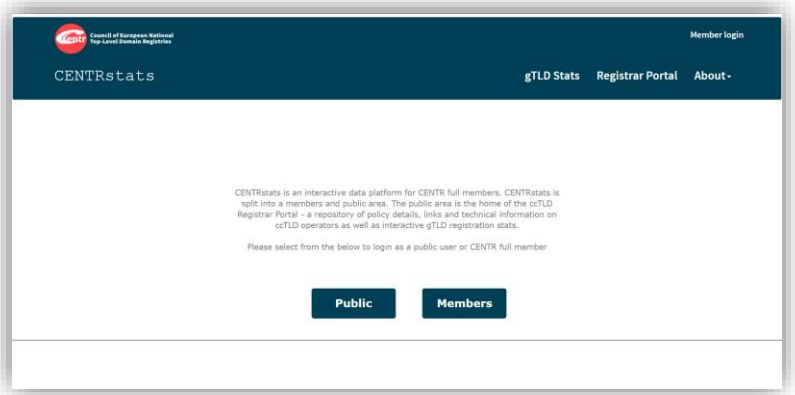
Public	Registrar	Observer	Associate member	Full member	Board
10%	Specific events	Limited	80%	100%	Depends

Challenge: complexity

- Seamless end-user experience between two separate websites

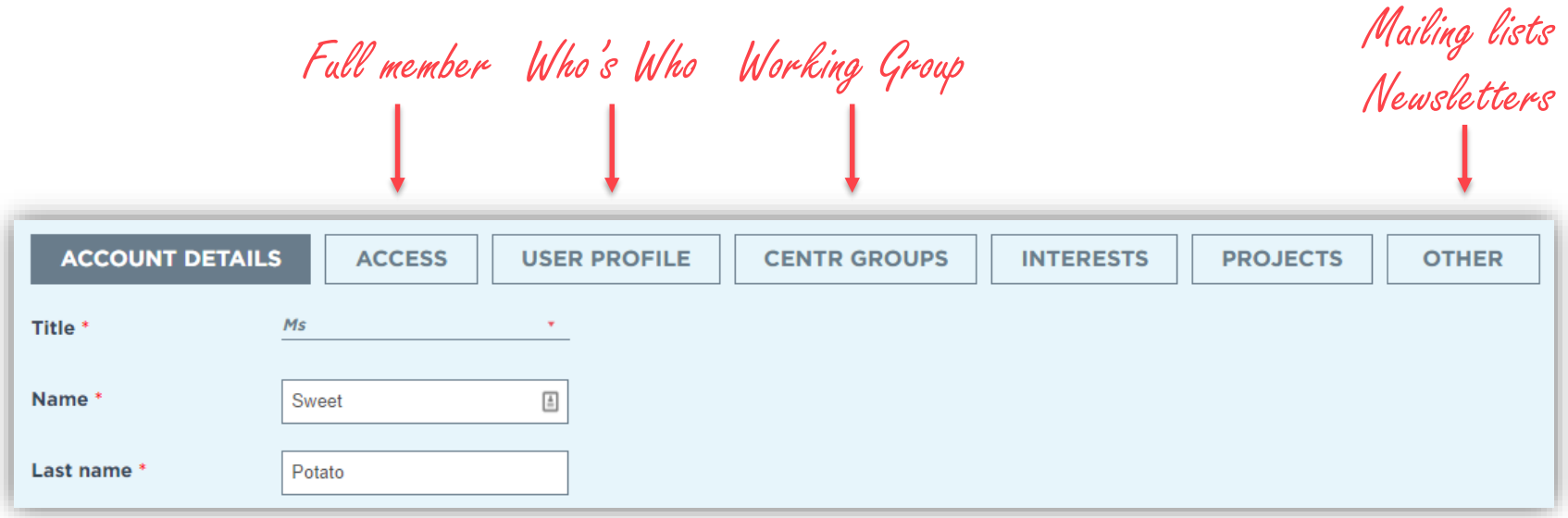
www.centr.org ⟷ **www.stats.centr.org**





Challenge: complexity

- User manager in CMS: full integration



Challenge: complexity

- THE document tagging system

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Library

Library Legal case library

The CENTR library contains all CENTR documents and presentations going back to 2000. Only Full Members can access all documents. A robust search engine allows for full text search across the whole library. A wide range of filters allow to narrow down the search results for all documents and presentations as of January 2015. Please note that additional filters have been applied to 2015 and 2016 documents only. All previous years' documents have been re-categorised and will show up in the search queries but do not have these additional filters.

Featured publications

CENTR Guide to ICANN59

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DomainWire Global TLD Report 2017/1

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Filter by :

Select type | Select event or policy document | Select category | Advanced Search | Date

Title	Category	Date	Additional filters
Jamboree2017-joint_sessions_Day2-20170623	CENTR event	2017-06-26	CENTR JAMBOREE 2017, FRANKFURT AM MAIN
Secur13-Meeting_report-20170623	CENTR event	2017-06-23	CENTR, LINDA VERHAEGEN, SECURITY, 13TH CENTR SECURITY WORKSHOP, FRANKFURT AM MAIN
Jamboree2017-Vink-GDPR_Privacy_Board_at_SIDN-20170530	CENTR event	2017-06-23	SIDN, KARIN VINK, CENTR JAMBOREE 2017, FRANKFURT AM MAIN
Jamboree2017-Boulvard-GDPR_Quiz_Commented_Answers-20170530	CENTR event	2017-06-23	AFNIC, NATHALIE BOULVARD, CENTR JAMBOREE 2017, FRANKFURT AM MAIN,
Jamboree2017-Boulvard-GDPR_Implementation_at_Afnic-20170530	CENTR event	2017-06-23	AFNIC, NATHALIE BOULVARD, CENTR JAMBOREE 2017, FRANKFURT AM MAIN
Jamboree2017-Vignal-Schjoth-Dealing_with_Cybercrime-20170531	CENTR event	2017-06-23	DK HOSTMASTER, HENRIETTE VIGNAL-SCHJØTH, CENTR JAMBOREE 2017, FRANKFURT AM MAIN
Jamboree2017-Strauss-Training_GDPR_Basics-20170530	CENTR event	2017-06-23	CENTR JAMBOREE 2017, FRANKFURT AM MAIN
CENTR Guide to ICANN59	External event	2017-06-21	59TH ICANN MEETING, JOHANNESBURG
Jamboree2017-Day3-Intro_Privacy_Tech_view-20170531	CENTR event	2017-06-19	RESTENA DNS-LU, GILLES MASSEN, LEGAL & REGULATORY, SECURITY, TECHNICAL, FRANKFURT AM MAIN

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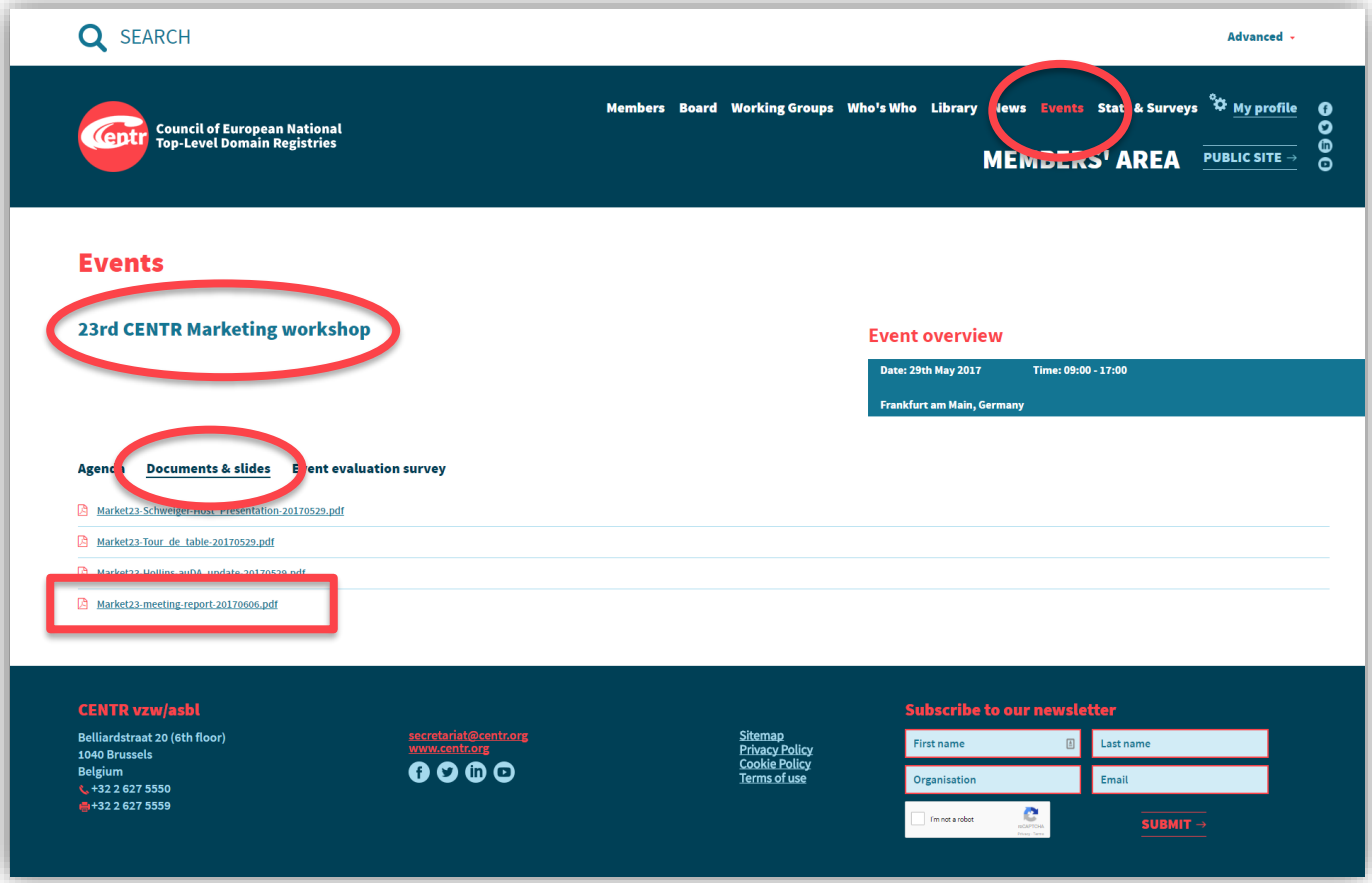
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23rd CENTR Marketing workshop
Event overview
Date: 29th May 2017
Time: 09:00 - 17:00
Frankfurt am Main, Germany
Agend Documents & slides ent evaluation survey
Market23-Schweiger-Host_Presentation-20170529.pdf
Market23-Tour_de_table-20170529.pdf
Market23-meeting-report-20170606.pdf
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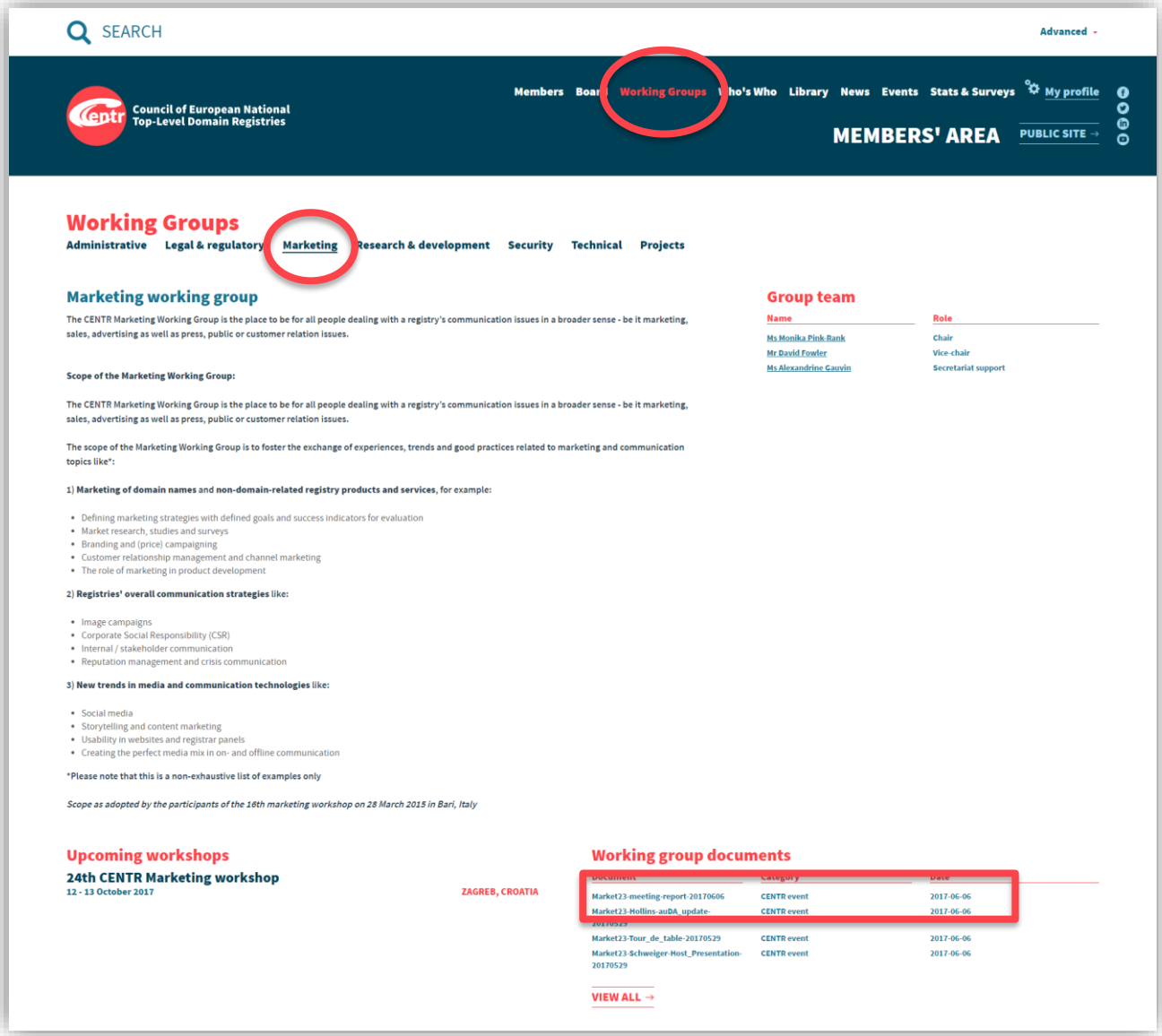
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Security
Technical
Projects
Marketing working group
The CENTR Marketing Working Group is the place to be for all people dealing with a registry's communication issues in a broader sense - be it marketing, sales, advertising as well as press, public or customer relation issues.
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The scope of the Marketing Working Group is to foster the exchange of experiences, trends and good practices related to marketing and communication topics like*:
1) Marketing of domain names and non-domain-related registry products and services, for example:
Defining marketing strategies with defined goals and success indicators for evaluation
Market research, studies and surveys
Branding and (price) campaigning
Customer relationship management and channel marketing
The role of marketing in product development
2) Registries' overall communication strategies like:
Image campaigns
Corporate Social Responsibility (CSR)
Internal / stakeholder communication
Reputation management and crisis communication
3) New trends in media and communication technologies like:
Social media
Storytelling and content marketing
Usability in websites and registrar panels
Creating the perfect media mix in on- and offline communication
*Please note that this is a non-exhaustive list of examples only
Scope as adopted by the participants of the 16th marketing workshop on 28 March 2015 in Bari, Italy
Group team
Name
Role
Ms Monika Pink-Bank
Chair
Mr David Fowler
Vice-chair
Ms Alexandrine Gauvin
Secretariat support
Upcoming workshops
24th CENTR Marketing workshop
12 - 13 October 2017
ZAGREB, CROATIA
Working group documents
Market23-meeting-report-20170606
CENTR event
2017-06-06
Market23-Hollins-auDA_update-
CENTR event
2017-06-06
Market23-Tour_de_table-20170529
CENTR event
2017-06-06
Market23-Schweiger-Host_Presentation-20170529
CENTR event
2017-06-06
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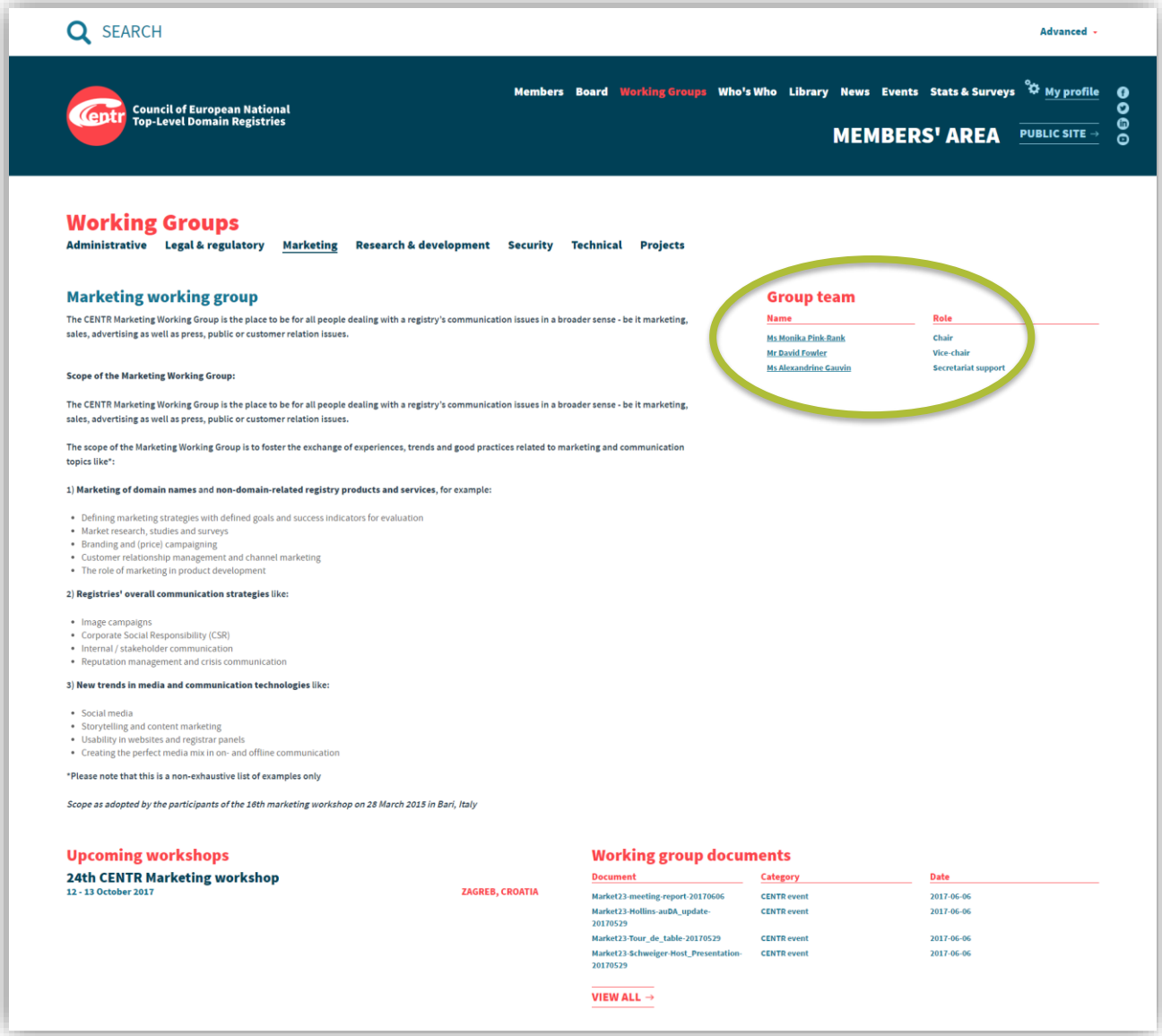
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CENTR event
2017-06-06
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Who's Who

Who's Who Mailing lists

Name: Ms Alexandrine Gauvin
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Job title: Communications Manager
Specialisation: Corporate and strategic communications

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Direct phone: +32 2 627 55 52
Mobile phone: +32 484 78 97 70

CENTR groups

Name	Role
Marketing	Secretariat support View →
Administrative	Secretariat support View →

Related documents

Document	Category	Date
Admin41-meeting_report-20170	CENTR event	2017-06-13
Market23-meeting-report-20170606	CENTR event	2017-06-06
-20170302		
Admin40-CENTR-Jamboree_update-20170208	CENTR event	2017-02-17

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Fields of interest

European Communication Summit https://www.communication-summit.eu/

Projects

2016-2017 EACD Mentoring Programme https://www.eacd-online.eu/activities/eacd-mentoring-programme
My website http://www.alexinthewild.world/

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Market23-meeting-report-20170606	CENTR event	2017-06-06
GA57-Gauvin-CENTR_crisis_plan-20170302	CENTR event	2017-03-06
Admin40-CENTR-Jamboree_update-20170208	CENTR event	2017-02-17

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Fields of interest

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Side-effect: visual identity

"Before-and-after": PowerPoint

Side-effect: visual identity

"Before-and-after": fact sheet

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CENTR, the European ccTLD association

CENTR is the association of European country code top-level domain (ccTLD) registries, such as .de for Germany or .si for Slovenia. CENTR currently counts 52 full and 9 associate members – together, they are responsible for over 80% of all registered country code domain names worldwide. The objectives of CENTR are to promote and participate in the development of high standards and best practices among ccTLD registries.

Formed in 1998, CENTR is a not-for-profit organisation dedicated to supporting the interests of country code TLD managers. Its secretariat works on behalf of its members, and its regular meetings and forums are key venues for the sharing of knowledge and global coordination in the industry.

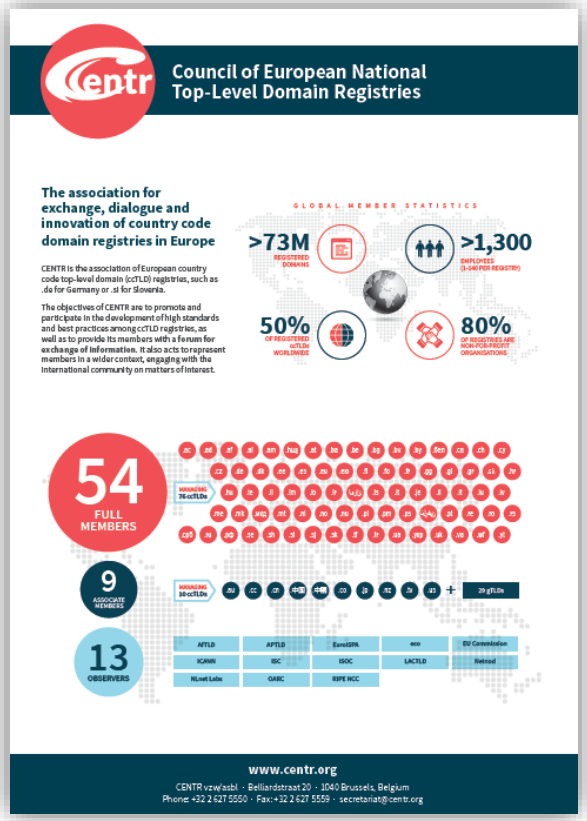
CENTR's main purpose is to provide its members with a forum for exchange of information. It also acts to promote members' interests in a wider context – engaging with the international community on matters of interest.

Facts

- Founded in 1998 and established in 1999
- Brussels-based secretariat
- 52 Full Members
- 9 Associate Members
- 12 Observers
- CENTR members account for more than 70 million country code top-level domain name (ccTLD) registrations, which represents about 80 % of the total number of ccTLDs registered worldwide
- The objectives of CENTR are to promote and participate in the development of high standard of ccTLD registries for the benefit of its members and the internet
- The organisation has a European focus
- Together with similar organisations with focus on other regions of the world, CENTR achieves its objectives through consensus building, coordination and collaboration, while respecting cultural and historical variations amongst ccTLDs and their local internet communities

Meetings and structure

- General Assembly
- Secretariat (5 staff members)
- Board of Directors (5 Directors)
- Legal & Regulatory Working Group
- Technical Working Group
- Administrative Working Group
- Marketing Working Group
- Research & Development Working Group
- Security Working Group
- *Ad hoc* IGF Working Group



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The association for exchange, dialogue and innovation of country code domain registries in Europe

CENTR is the association of European country code top-level domain (ccTLD) registries, such as .de for Germany or .si for Slovenia.

The objectives of CENTR are to promote and participate in the development of high standards and best practices among ccTLD registries, as well as to provide its members with a forum for exchange of information. It also acts to represent members in a wider context, engaging with the international community on matters of interest.

GLOBAL MEMBER STATISTICS

>73M REGISTERED DOMAINS

>1,300 EMPLOYEES (1-140 PER REGISTRY)

50% OF REGISTERED ccTLDs WORLDWIDE

80% OF REGISTRIES ARE NON-FOR-PROFIT ORGANISATIONS

54 FULL MEMBERS

9 ASSOCIATE MEMBERS

13 OBSERVERS

www.centr.org

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Side-effect: visual identity

"Before-and-after": newsletter

20th Edition – December 2015

CENTRnews

Current affairs, news, statistics and articles from European Country Code Top Level Domain Registries

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The worrying impact of headline-triggered policy making

How terrorist threats and the new geo-political order are shapping the legislative framework on content liability issues

By Peter Van Roste, CENTR General Manager

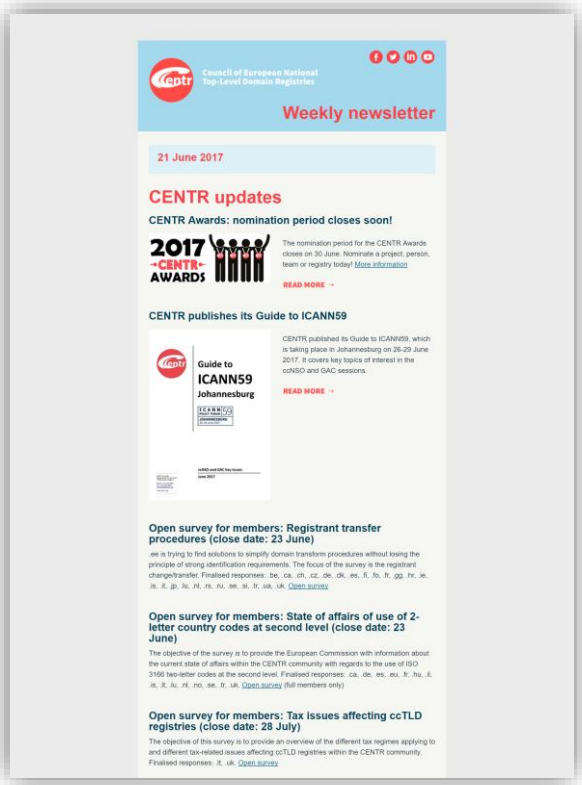
Last month's tragic events in Paris and the paralysing, fear-driven response across Europe have impacted our work in a much more systemic way than that one-week lockdown in Brussels. Even before November 13th, there were half a dozen regulatory processes in motion that will affect the technical community. The European Security Agenda resulting in the opaque European Internet Forum had been in the planning for some time. But since Paris we have seen a tectonic shift on the political level. Knowing that there is now an 80% majority in the European Parliament who firmly believes that intermediaries should be held criminally liable for failure to take down content puts the ongoing Platform Consultation in a dramatic new light. The title of the latest initiative launched last Friday tells the whole story. Its full title reads "Public consultation on the evaluation and modernisation of the legal framework for the enforcement of intellectual property rights: Intermediaries".

Where the 2001 eCommerce Directive has been recognised globally as the model that allows for a balanced approach to content liability, today's discourse make the balance swing one way. What was then believed to be the only democratically acceptable solution to avoid commercial interests affecting free speech (while still guaranteeing a responsible attitude from intermediaries) is now being turned upside-down. It is worrying that there now seems to be a political will to de-monopolize the state's authority to decide on what is legal and what is not. It shows a weakness to invest where needed (such as the under-funded judicial system) and a failure to address fundamental issues (such as finding someone to pick up the bill for distorted distribution channels).

With the advantage of hindsight, it is easy to see that the perceived weakness of the eCommerce directive lays in the confusion it created when defining the different categories in articles 12, 13 and 14. What was then drafted as a future-proof and technology-neutral set of principles, is now hollowed out by inconsistent interpretations in the national courts. Part of the reason for this can be attributed to the merging roles of some actors. In 2001 a host typically operated a stack of servers in a basement. On these servers, content owners uploaded their data and websites. Today most large content owners such as Facebook or Google run their own servers. Merging these two roles has left rights holders, technical operators and lawyers confused.

We should be watchful for any response to the current terrorist-related problems that does not take into account the dangers of entangling the technical operators of the Internet into the content debate. The role of the technical layer should remain to be focussed on providing the essential, stable and secure platform that has allowed democracies around the world to grow stronger, more responsive and more transparent.

Being part of that technical community, CENTR will continue to inform all participants in the debate about the role of technical operators and ccTLD registries in particular.



Council of European National Top-Level Domain Registries

Weekly newsletter

21 June 2017

CENTR updates

CENTR Awards: nomination period closes soon!

2017 CENTR AWARDS

The nomination period for the CENTR Awards closes on 30 June. Nominate a project, person, team or registry today! More information

READ MORE →

CENTR publishes its Guide to ICANN59

Guide to ICANN59 Johannesburg

CENTR published its Guide to ICANN59, which is taking place in Johannesburg on 26-29 June 2017. It covers key topics of interest in the ccNSO and GAC sessions.

READ MORE →

Open survey for members: Registrant transfer procedures (close date: 23 June)

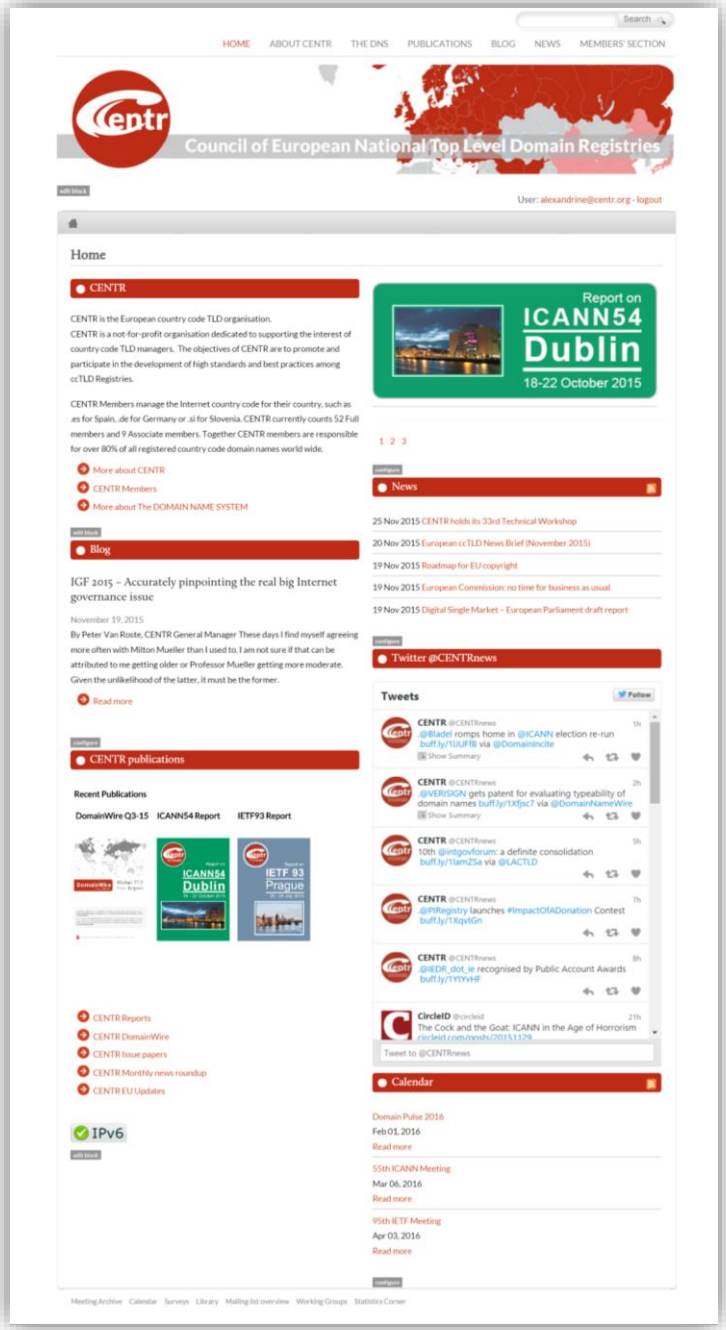
.ee is trying to find solutions to simplify domain transfer procedures without losing the principle of strong identification requirements. The focus of the survey is the registrant change/transfer. Finalised responses: .be, .ca, .ch, .cz, .de, .dk, .es, .fi, .fo, .fr, .gg, .hr, .ie, .is, .it, .jp, .lu, .nl, .no, .ru, .se, .si, .tr, .ua, .uk. Open survey

Open survey for members: State of affairs of use of 2-letter country codes at second level (close date: 23 June)

The objective of the survey is to provide the European Commission with information about the current state of affairs within the CENTR community with regards to the use of ISO 3166 two-letter codes at the second level. Finalised responses: .ca, .de, .es, .eu, .fr, .hu, .it, .is, .it, .lu, .nl, .no, .se, .tr, .uk. Open survey (full members only)

Open survey for members: Tax issues affecting ccTLD registries (close date: 28 July)

The objective of this survey is to provide an overview of the different tax regimes applying to and different tax-related issues affecting ccTLD registries within the CENTR community. Finalised responses: .it, .uk. Open survey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CENTR is a not-for-profit organisation dedicated to supporting the interest of country code TLD managers. The objectives of CENTR are to promote and participate in the development of high standards and best practices among ccTLD Registries.
CENTR Members manage the Internet country code for their country, such as .es for Spain, .de for Germany or .si for Slovenia. CENTR currently counts 52 Full members and 9 Associate members. Together CENTR members are responsible for over 80% of all registered country code domain names world wide.
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IGF 2015 – Accurately pinpointing the real big Internet governance issue
November 19, 2015
By Peter Van Roste, CENTR General Manager These days I find myself agreeing more often with Milton Mueller than I used to. I am not sure if that can be attributed to me getting older or Professor Mueller getting more moderate. Given the unlikelihood of the latter, it must be the former.
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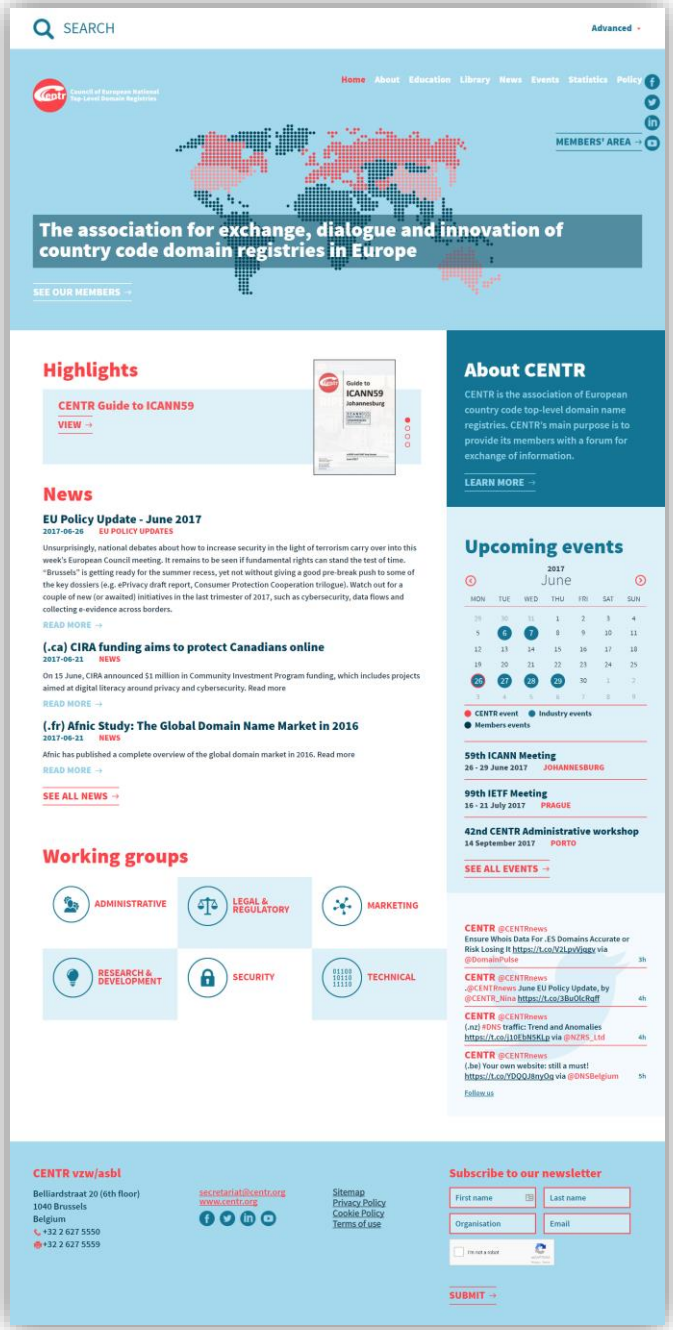
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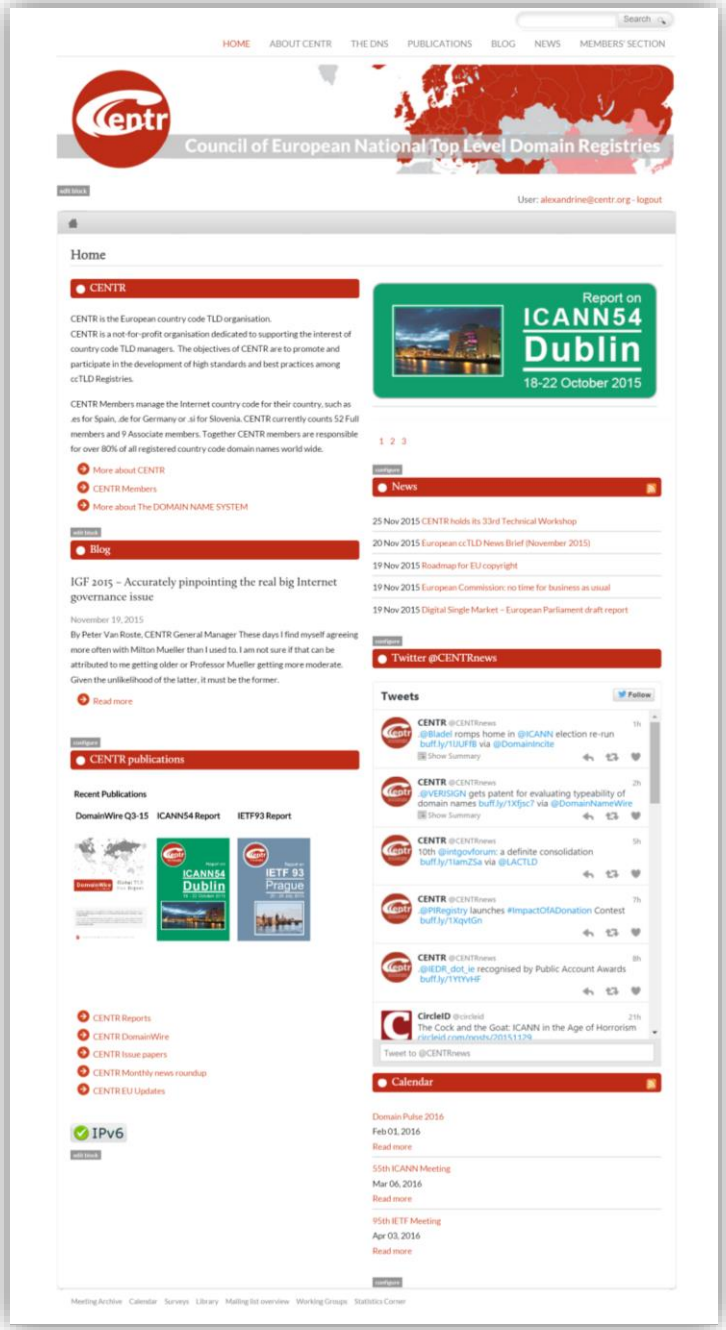
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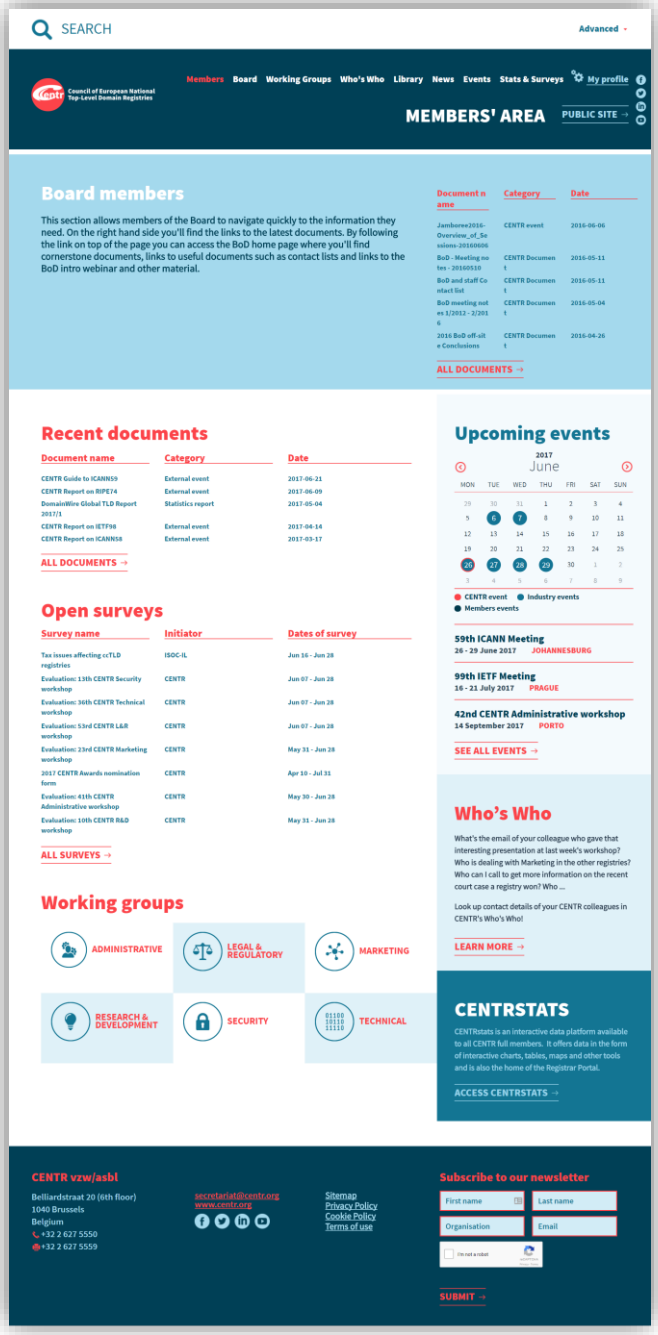
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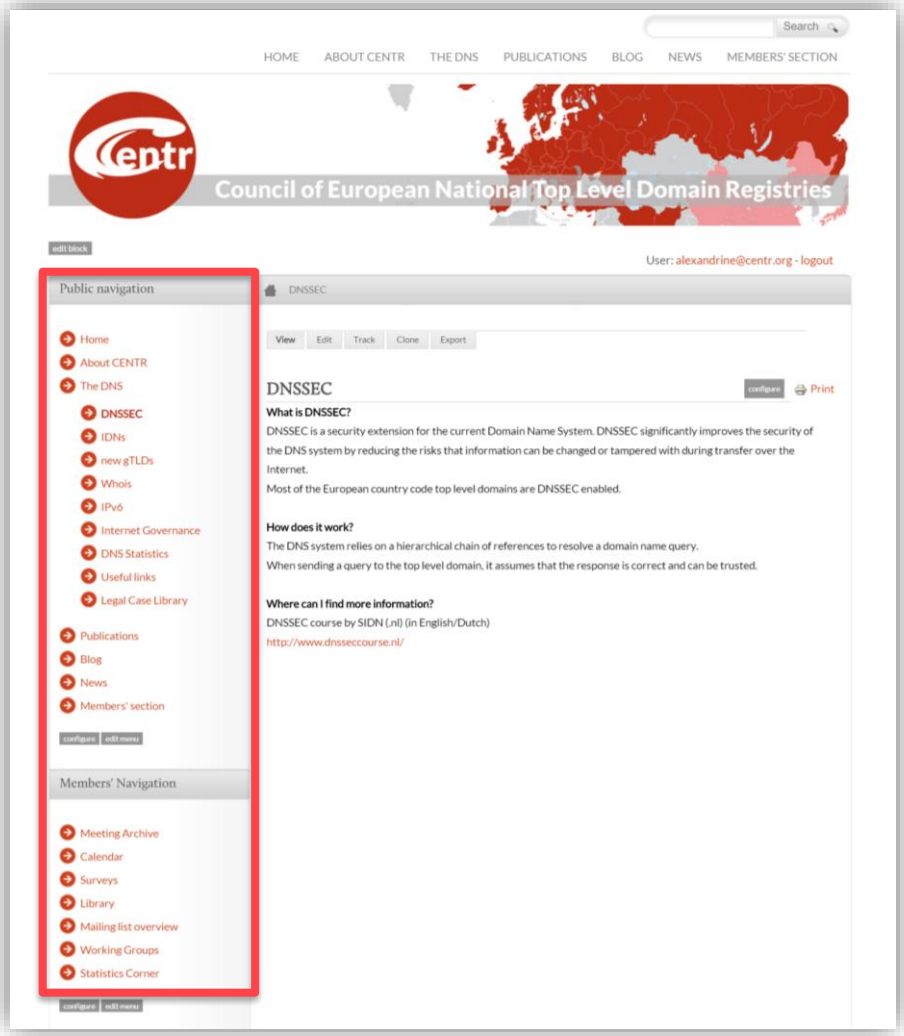
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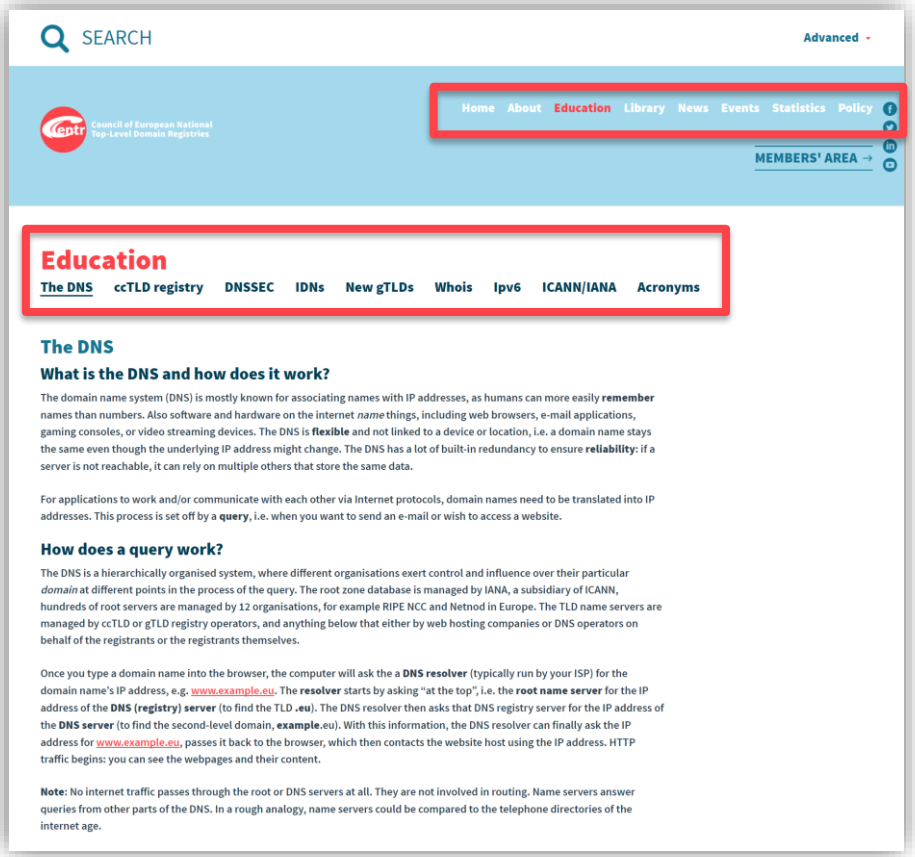
What is DNSSEC?
DNSSEC is a security extension for the current Domain Name System. DNSSEC significantly improves the security of the DNS system by reducing the risks that information can be changed or tampered with during transfer over the Internet.
Most of the European country code top level domains are DNSSEC enabled.
How does it work?
The DNS system relies on a hierarchical chain of references to resolve a domain name query.
When sending a query to the top level domain, it assumes that the response is correct and can be trusted.
Where can I find more information?
DNSSEC course by SIDN (.nl) (in English/Dutch)
http://www.dnsseccourse.nl/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The DNS
What is the DNS and how does it work?
The domain name system (DNS) is mostly known for associating names with IP addresses, as humans can more easily remember names than numbers. Also software and hardware on the internet name things, including web browsers, e-mail applications, gaming consoles, or video streaming devices. The DNS is flexible and not linked to a device or location, i.e. a domain name stays the same even though the underlying IP address might change. The DNS has a lot of built-in redundancy to ensure reliability: if a server is not reachable, it can rely on multiple others that store the same data.
For applications to work and/or communicate with each other via Internet protocols, domain names need to be translated into IP addresses. This process is set off by a query, i.e. when you want to send an e-mail or wish to access a website.
How does a query work?
The DNS is a hierarchically organised system, where different organisations exert control and influence over their particular domain at different points in the process of the query. The root zone database is managed by IANA, a subsidiary of ICANN, hundreds of root servers are managed by 12 organisations, for example RIPE NCC and Netnod in Europe. The TLD name servers are managed by ccTLD or gTLD registry operators, and anything below that either by web hosting companies or DNS operators on behalf of the registrants or the registrants themselves.
Once you type a domain name into the browser, the computer will ask the a DNS resolver (typically run by your ISP) for the domain name's IP address, e.g. www.example.eu. The resolver starts by asking "at the top", i.e. the root name server for the IP address of the DNS (registry) server (to find the TLD .eu). The DNS resolver then asks that DNS registry server for the IP address of the DNS server (to find the second-level domain, example.eu). With this information, the DNS resolver can finally ask the IP address for www.example.eu, passes it back to the browser, which then contacts the website host using the IP address. HTTP traffic begins: you can see the webpages and their content.
Note: No internet traffic passes through the root or DNS servers at all. They are not involved in routing. Name servers answer queries from other parts of the DNS. In a rough analogy, name servers could be compared to the telephone directories of the internet age.

The people involved: team and stakeholders

CENTR secretariat

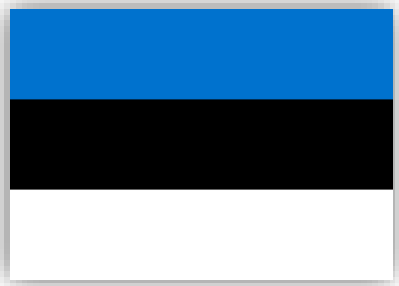
The people involved: team and stakeholders

Website design agency

karakas

The people involved: team and stakeholders

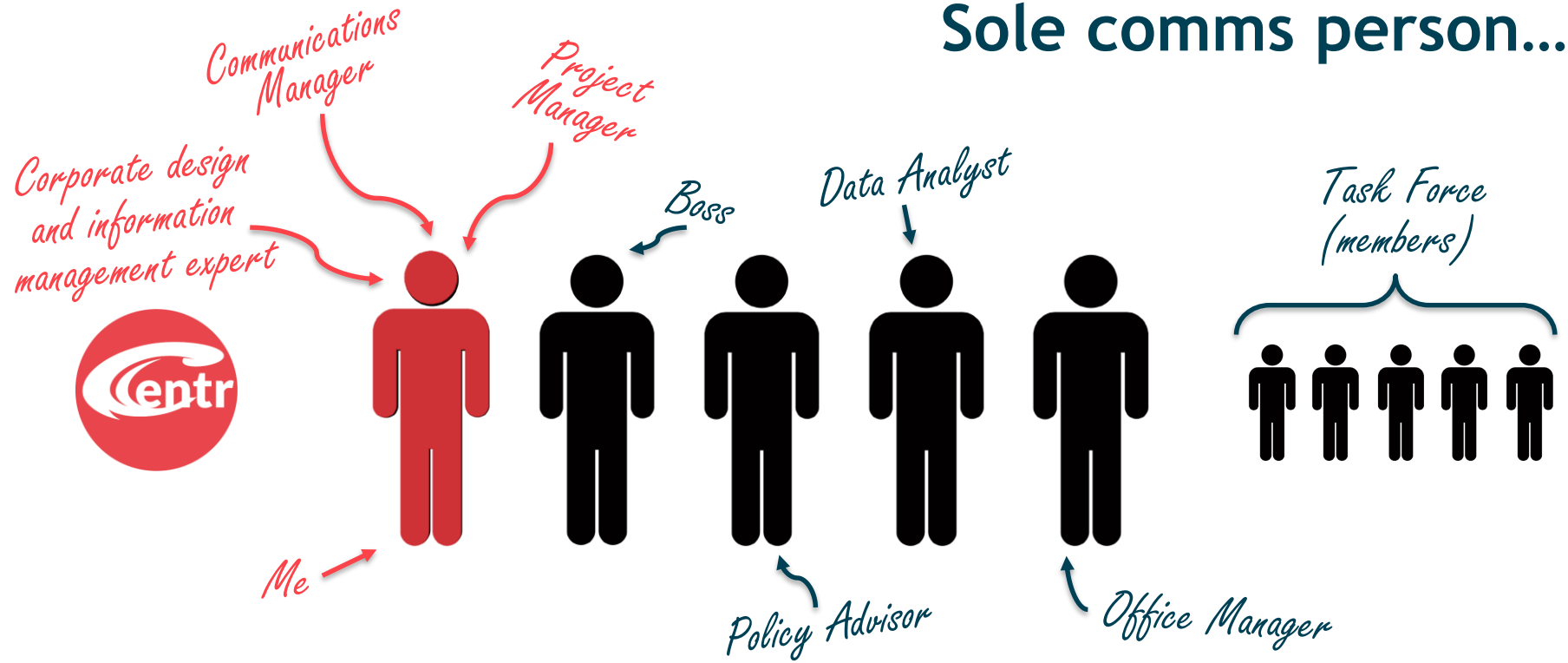
Members' task force



The people involved: team and stakeholders

To a much lesser extent: broader membership, Board of Directors

Sole comms person...



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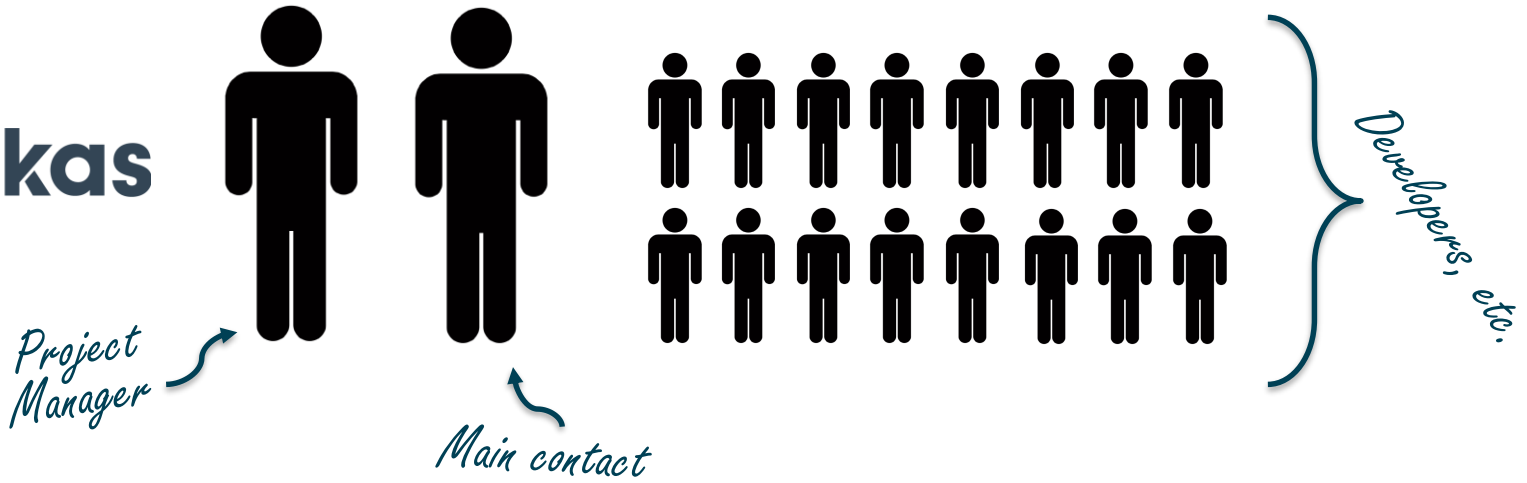


Big risk: everyone (else) is an expert!

What do you think about this information management system?

I don't like the colour. The font doesn't seem right either.

Solution: smart distribution of responsibilities

Know your team!

Solution: smart distribution of responsibilities

Linda, Office Manager

Star roles in the project:

- Document categorisation system
- Events (registration system, information layout)
- Who's Who (information layout)

Solution: smart distribution of responsibilities

Patrick, Data Analyst

Star roles in the project:

- Surveys (customised tool)
- Stats (link main and stats websites)
- Dealing with document management Excel sheets

Solution: smart distribution of responsibilities

Nina, Policy Advisor

Star roles in the project:

- General support when needed
- Working groups (information layout)
- Made sure not to get too involved (Jamboree)

Solution: smart distribution of responsibilities

Peter, General Manager

Star roles in the project:

- General support when needed
- Search (library, document categorisation)
- Approvals

Solution: smart distribution of responsibilities

Alex, Communications Manager

Star roles in the project:

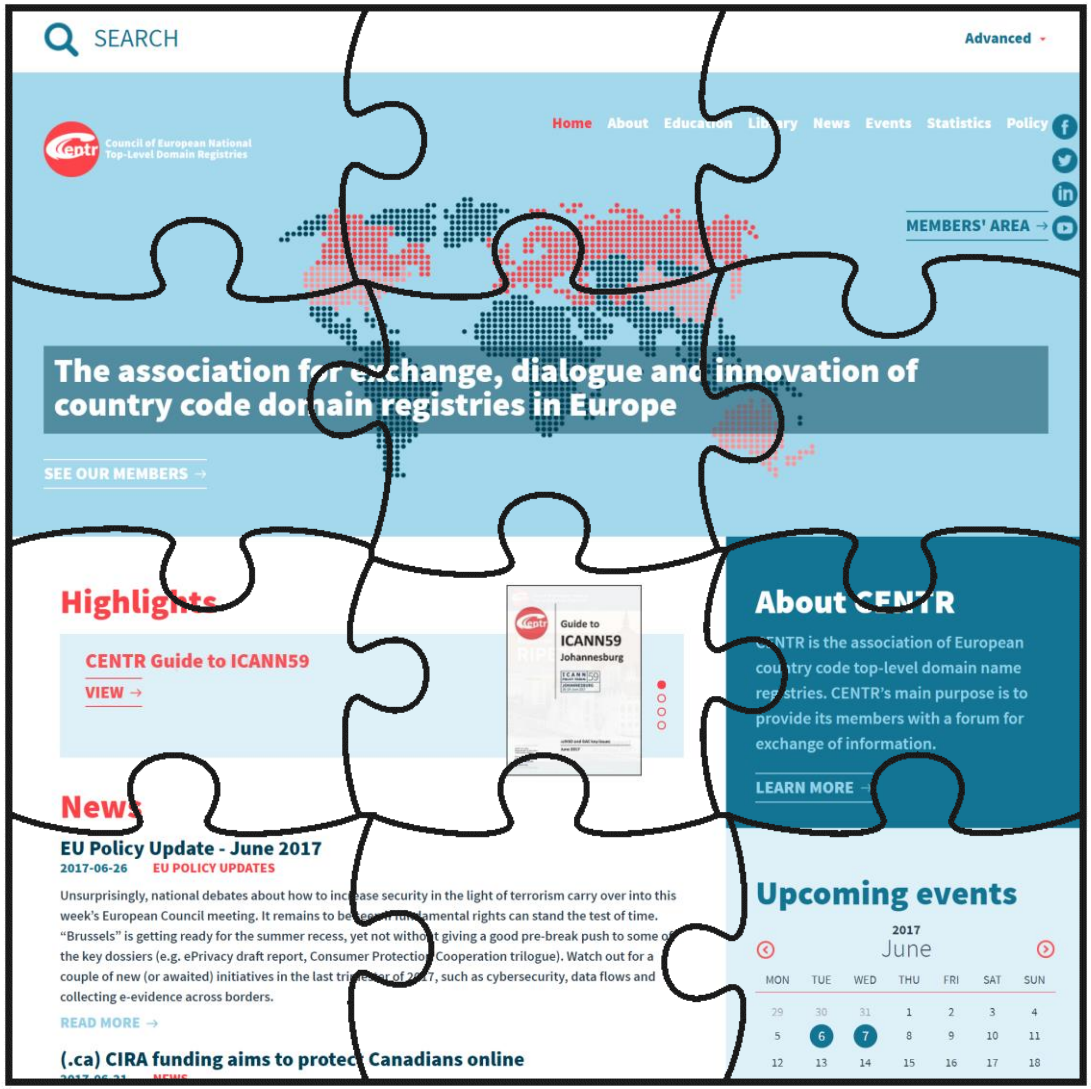
- Lead and delegate intelligently
- Overall site structure and logic
- Document categorisation system
- Visual identity (consistency)

Solution: smart distribution of responsibilities

CENTR Members' Task Force

Star roles in the project:

- Beta testing
- Feedback at key moments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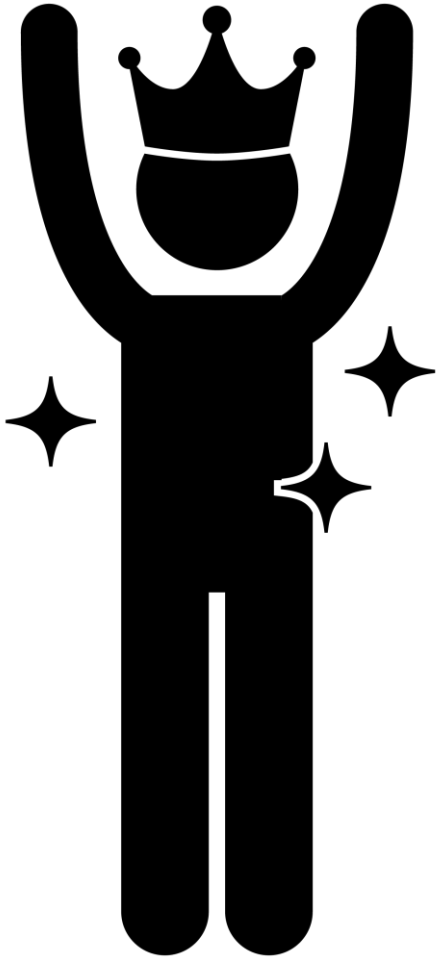
Was it a success?

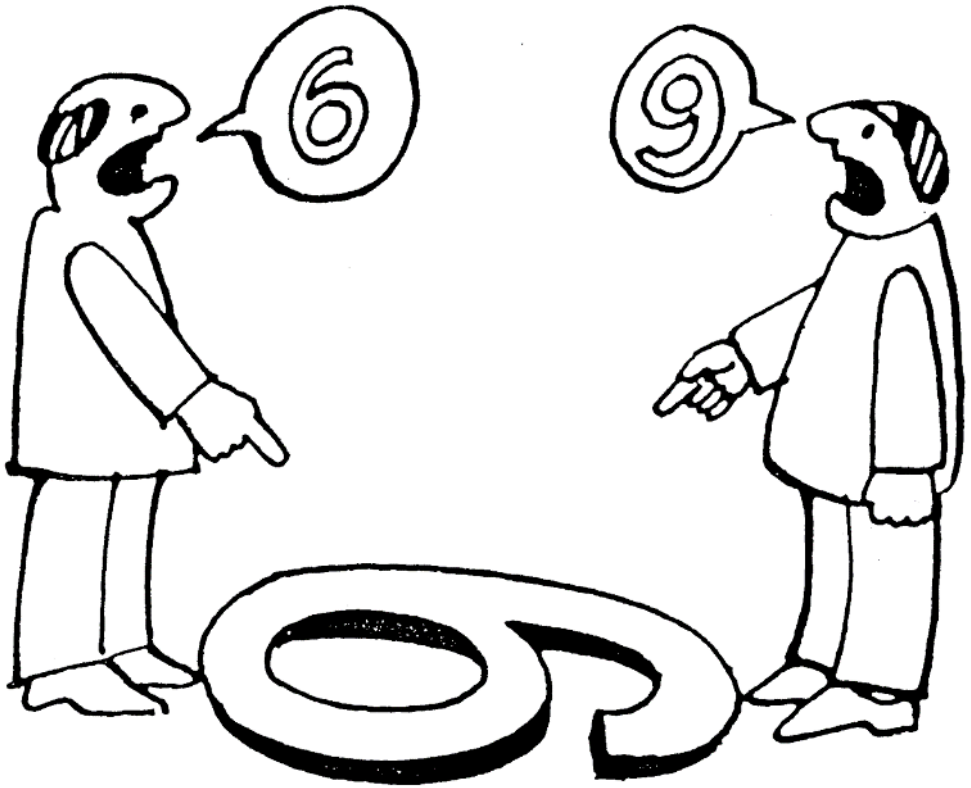
Silence from users (but with double the number of site visits)

What did I learn?

Comms in solo: pros and cons



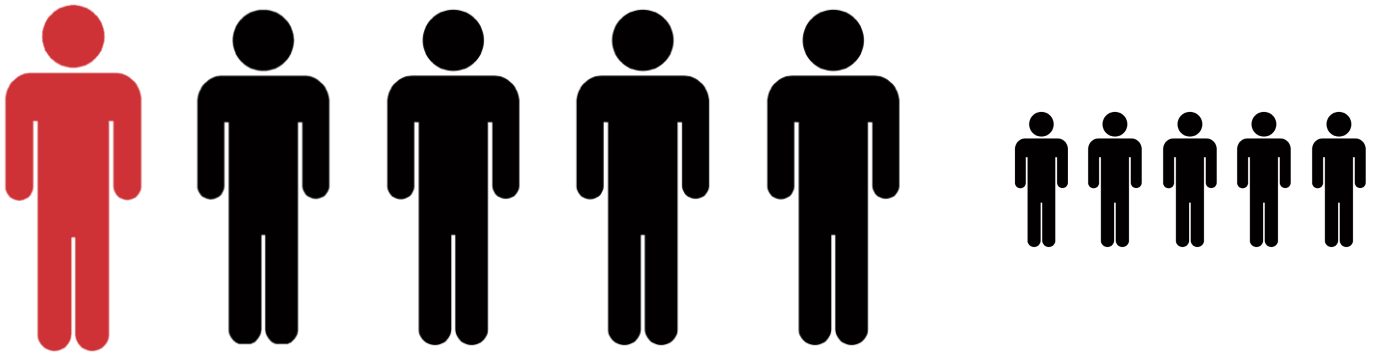
Comms in solo: pros and cons



What's in it for them?

- Focus on everybody's strengths and areas of interest
- Feeling of OWNERSHIP in the project (inclusiveness)
- Team members valued for their expertise
- I'm valued for my own expertise in communication
- Team spirit = team success

50 shades of… comms



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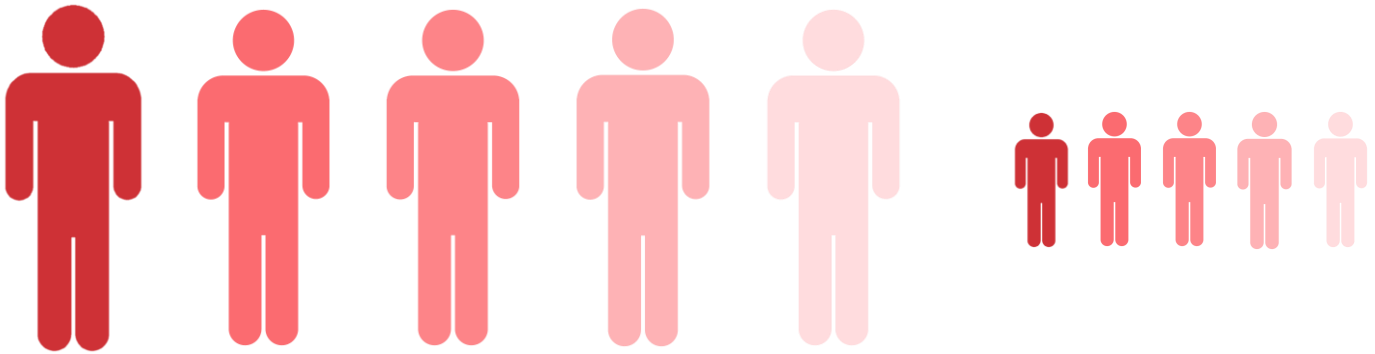
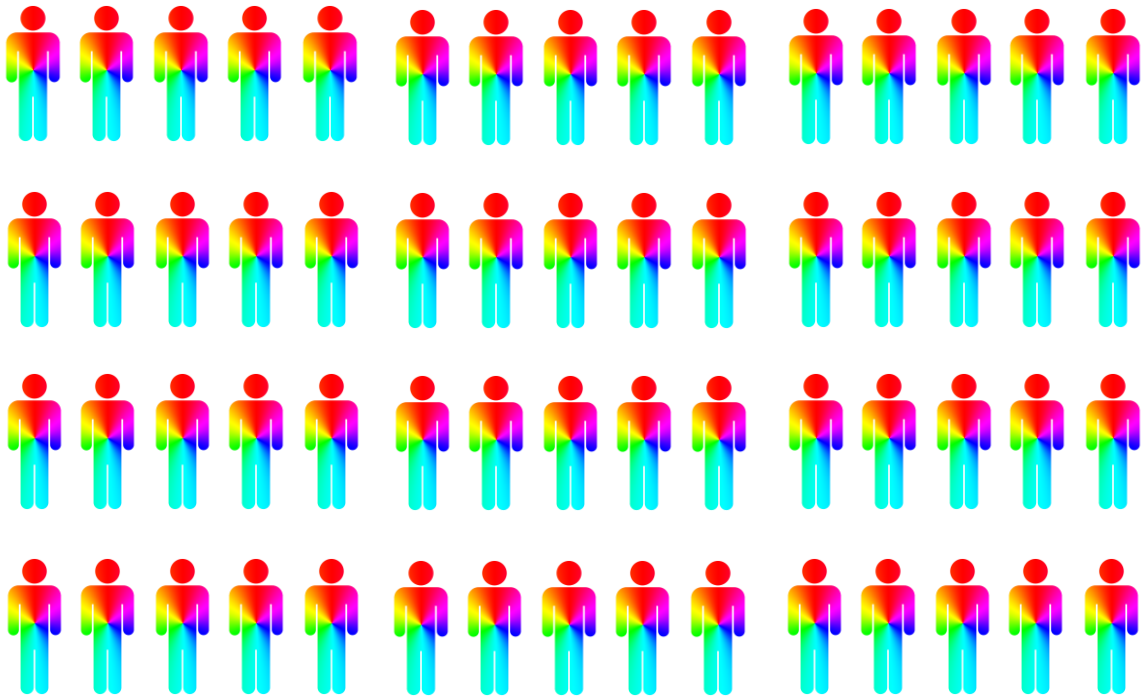


Pay attention to the wide range of individual skill sets

Pay attention to the wide range of individual skill sets



For better or worse…

You're not alone.

For better or worse…

You’re not alone.

Thank you

alex@centr.org