

VIA EMAIL (steve.crocker@icann.org; fadi.chehade@icann.org; christine.willett@icann.org; john.jeffrey@icann.org; costa@music.us)

Dr. Steve Crocker, Chairman of the ICANN Board;
Fadi Chehadé, ICANN President & CEO;
Christine Willett, ICANN Vice-President of gTLD Operations;
John Jeffrey, ICANN General Counsel; and
Community Priority Evaluation Panel, Economist Intelligence Unit
Cc: Constantine Roussos, DotMusic Founder

Re: Support for DotMusic's .MUSIC Community Application

Date : 16th December 2015

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

This is another Letter of Support for the community-based DotMusic Application (ID 1-1115-14110) for the .MUSIC top-level domain.

Hello again!

In less than a week, I find myself compelled to write a second letter of support for DotMusic. Really I should be catching up on sleep with a 13 month old who gets up before the sun but this is too important to let go!

I see now a tiny sliver of what DotMusic has been experiencing over the last years. Companies such as Donuts, and their recent post <https://www.icann.org/en/system/files/correspondence/alvarez-to-icann-eiu-10dec15-en.pdf>, have again been claiming there is no such thing as the music community, which is core to DotMusic's bid.

Though Donuts' success in shaking up the NotCom space is admirable the .Music gTLD is NOT for them. It is an entirely different kettle of fish.

I have been a member of the music community professionally for 20 years and before that, at least another 5 years, writing, recording and playing live. It exists. Ask any other one of the millions who are a part of it. Donuts are in the business of making money from domain names quite pure and simple. Artists such as myself and a huge proportion of our community are **making the actual music** upon which our own business lives. Let it be stated that DotMusic have taken no venture capital money, as they want to answer only to the communities' needs.

If DotMusic win the bid for .Music, each domain name purchased will be directly benefitting the community at large. This kind of funding has never before been possible and the 'community' Donuts say don't exist, would come together, thrive and rise shining above any doubt of its existence. Their recent email to you, seems like a thin excuse to win perhaps what they feel is currently a losing battle. I can't otherwise explain this ridiculous concept, especially in these final hours.

You at ICANN and the EIU are effectively deciding the fate of the music industry and with it, most importantly how it can sustain future generations of artists. I'm sure you are aware of the state of play for artists currently and it not at all being favourable for 99% of us. I would happily explain over dinner if I knew who the members of the EIU were, should you need any more details to convince you of this and the impact your decision will have on millions of people.

There are no other applicants willing to support and nurture our music community in the way DotMusic are bound to do so, should they win.

Musicians, managers, producers, promoters, performers, writers...our community have had no common home, no protective layer in this industry but we are here, alive and well! Winning .Music is really our light into a Fair Trade Music industry. A place upon which to build a sustainable future for our work. Through DotMusic, the music community will be collectively empowered to kick start a market place for tools and services in us building a global database from the ground up (another HUGE DotMusic application plus point!). Attempts which have failed many times over by private companies to the tune of \$billions could blossom if it were in our own hands, built from our own home. We need this solid identity.

Perhaps this seems Utopian to you but It could and should be the standard.

I await your decision with tossed and turned nights.
Sincerely and respectfully.

Imogen Heap

My previous letter to you, 9th December.

<https://www.icann.org/en/system/files/correspondence/heap-to-icann-eiu-09dec15-en.pdf>