



VIA EMAIL ([steve.crocker@icann.org](mailto:steve.crocker@icann.org); [fadi.chehade@icann.org](mailto:fadi.chehade@icann.org); [cherine.chalaby@icann.org](mailto:cherine.chalaby@icann.org); [akram.attallah@icann.org](mailto:akram.attallah@icann.org); [christine.willett@icann.org](mailto:christine.willett@icann.org); [thomas.schneider@bakom.admin.ch](mailto:thomas.schneider@bakom.admin.ch); [cyrus.namazi@icann.org](mailto:cyrus.namazi@icann.org); [john.jeffrey@icann.org](mailto:john.jeffrey@icann.org))

Dr. Steve Crocker, Chairman of the ICANN Board;  
Fadi Chehadé, ICANN President & CEO;  
Akram Attallah, ICANN President of Generic Domains Division;  
Christine Willett, ICANN Vice-President of gTLD Operations;  
Cherine Chalaby, ICANN Chair of the New gTLD Committee;  
Thomas Schneider, ICANN Chair of Government Advisory Committee;  
Cyrus Namazi, ICANN Vice-President of DNS Engagement;  
John Jeffrey, ICANN General Counsel; and  
Community Priority Evaluation Panel, Economist Intelligence Unit

## **Re: Support for .MUSIC Community-based Application<sup>1</sup> with Enhanced Safeguards**

Dear ICANN and Economist Intelligence Unit (“EIU”):

Please accept this letter on behalf of our music association, NAMM,<sup>2</sup> to express our support for the responsible, trusted and safe operation of the .MUSIC top-level domain under a community TLD multi-stakeholder governance model with Enhanced Safeguards tailored to serve the legitimate interests of the entire global Music Community.

NAMM is a globally-recognized music association formed in 1901 *mainly* dedicated to the global music community by representing the international music products industry and community. NAMM is the not-for-profit association that promotes the pleasures and benefits of making music and strengthens the \$17 billion global music products industry. NAMM and its trade shows serve as a hub for the global music community wanting to seek out the newest innovations in musical products, recording technology, sound and lighting. NAMM's activities and programs are designed to promote music-making and its membership.<sup>3</sup> NAMM's mission is “to strengthen the music products industry and promote the pleasures and benefits of making music.” That mission has attracted a growing, thriving worldwide community of thousands of deeply passionate, talented companies that make, buy and sell the instruments that allow millions of musicians worldwide to make music. That community is called NAMM, the trade association of the international music products industry.<sup>4</sup> NAMM also hosts the NAMM Show, the world's largest event for the music products industry.<sup>5</sup>

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<sup>1</sup> <https://gtdresult.icann.org/application-result/applicationstatus/applicationdetails/1392>, DotMusic Limited Application ID 1-1115-14110

<sup>2</sup> <https://www.namm.org>

<sup>3</sup> <https://www.namm.org/membership/join>

<sup>4</sup> <https://www.namm.org/about>

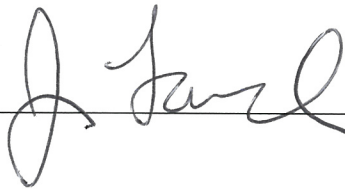
<sup>5</sup> <https://www.namm.org/thenammshow>



Respecting and protecting music rights serves both the global music community and the public interest. Our organization supports the position of the International Federation of the Phonographic Industry,<sup>6</sup> which endorses DotMusic because it has “publicly committed to, and will be bound to, implement meaningful and robust safeguards to protect against online infringement.”<sup>7</sup> Our organization also supports the positions expressed in the letter<sup>8</sup> sent to ICANN (on March 5<sup>th</sup>, 2015) by Victoria Sheckler from the RIAA and on behalf of a global music community coalition representing “over 80% of the world’s music,” and the letter<sup>9</sup> sent to ICANN (on March 7<sup>th</sup>, 2015) by Rich Bengloff from the A2IM and on behalf of a majority of a global music community coalition representing a majority of the independent music community, to support the [DotMusic] “community” application for .MUSIC and that “we expect... the community application process... to have meaning and for the community preference criteria (CPE)... to be interpreted thoughtfully, diligently, and in a responsible manner in light of the public interest and with consumer safety in mind ” and for ICANN “to expeditiously implement appropriate changes to address [concerns].” We also support the positions in the letter<sup>10</sup> sent to ICANN (on April 14<sup>th</sup>, 2015) by Danielle Aguirre from the NMPA and on behalf of a music publisher and songwriter community coalition representing a majority of the global music publishing community, which expressed their “support [for] the [DotMusic] .MUSIC community application because respecting and protecting music rights serves the global music community and the public interest.”

Respectfully submitted,

Signature: \_\_\_\_\_



Name: Joe Lamond

Title: President/CEO

Organisation: NAMM, The National Association of Music Merchants

Date: July 30, 2015

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<sup>6</sup> The IFPI represents the recording industry worldwide and is an entity *mainly* dedicated to the global Music Community, <http://www.ifpi.org/about.php>

<sup>7</sup> <https://www.icann.org/en/system/files/correspondence/moore-to-crocker-18may15-en.pdf>

<sup>8</sup> <https://www.icann.org/en/system/files/correspondence/riaa-to-icann-05mar15-en.pdf>

<sup>9</sup> <https://www.icann.org/en/system/files/correspondence/bengloff-to-crocker-et-al-07mar15-en.pdf>

<sup>10</sup> <https://www.icann.org/en/system/files/correspondence/aguirre-to-icann-board-eiu-14apr15-en.pdf>

